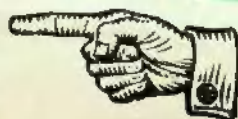


We gore... THE SPY WHO LOVED ME  
...score PUNK ROCK  
...explore WHAT'S HAPPENING?  
...deplore TELEVISION COMMERCIALS  
...and ignore DONNY & MARIE

No.  
199  
June  
'78  
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# MAD

"A successful man is a clod just like you who worked harder!"

...—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

## DEPARTMENTS

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Danger ..... 26

### BLACK-SLIDING DEPARTMENT

"What Happened?" (A MAD TV Show Satire) ..... 43

### BUCK SHOT DEPARTMENT

Where Your Dollar Goes ..... 34

### DON MARTIN DEPARTMENT

One Morning In A Prison Tower ..... 11

One Afternoon Down On A Farm ..... 31

One Evening In A Bus Station ..... 48

### ECCH-CESS BAGGAGE DEPARTMENT

We Could Sure Do Without ..... 38

### HERE THEY SAT... DEPARTMENT

A MAD Look At Some Legendary Commodes ..... 40

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragonés ..... ..

### OFF THE WALL DEPARTMENT

Apartment House Bulletin Board ..... 24

### PERPLEXI-TEASE DEPARTMENT

Some MAD Things We'll Never Understand ..... 21

### PUTTING OUT THE BOND FIRE DEPARTMENT

"The Spy Who Glubbed Me" (A MAD Movie Satire) ..... 4

### SCHLOCK 'N' ROLL DEPARTMENT

MAD's "Punk Rock Group Of The Year" ..... 17

### SWITCH PITCH DEPARTMENT

Surprise TV Commercials ..... 12

### TWIN SCREWS DEPARTMENT

MAD's Real Life Catch-22s ..... 32

### UP CHORES DEPARTMENT

A Job Resume For The Average Housewife ..... 15

\*\*Various Places Around The Magazine

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## VITAL FEATURES

THE SPY  
WHO  
GLUBBED  
ME  
Pg. 4



MAD'S  
SURPRISE  
TV  
COMMERCIALS  
Pg. 12



PUNK ROCK  
GROUP  
OF THE  
YEAR  
Pg. 17



THE  
LIGHTER  
SIDE OF  
DANGER  
Pg. 26



EXAMPLES  
OF SOME  
REAL-LIFE  
CATCH-22'S  
Pg. 32



"WHAT  
HAPPENED?"  
(A TV SHOW  
SATIRE)  
Pg. 43



## LETTERS DEPT.



### THE WHITE HOUSE FOLLIES OF 1977

Hoorah! for MAD on "The White House Follies Of '77." I live in the South and stand behind President Carter 100%, but it was funny anyway. Susan Parry Raleigh, N.C.

"MAD Musicals," such as your greatest Jacobs-Drucker score, "White House Follies Of 1977," add another dimension to MAD reading; mainly, trying to stay in tune while laughing! Robert Cyruli Teaneck, N.J.

"The White House Follies Of 1977" has made me think about giving up my subscription to Time and subscribe to MAD instead. After all, where else can I sing about the Washington news?

Richard M. Hybner  
St. Michael's College  
Winooski, Vermont

The "Carter Follies" was hilariously silly, but not as much as the real Carter Administration. Byron Walden Frankfort, Ky.

### CAUSE CELEBRE

How come you mock movie stars, TV producers, doctors, and the President's Cabinet?

Jeff Sabo  
Buffalo, N.Y.

Because our readers wouldn't know who we're talking about if we mocked ordinary clods... like you!—Ed.

### DON MARTIN STICKS BY HIS GUNS

Don Martin is consistently inaccurate whenever he draws a South American firing squad sequence. We don't use those old guns and uniforms any more. We import them, brand new, from the U.S.A.

Néstor Otazo  
La Paz, Bolivia  
South America

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Yessiree! These full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid... suitable for framing, wrapping fish or training puppies... come in an envelope that's yours—absolutely free! Unfortunately, the portrait will cost you 35¢ for one, 75¢ for 3, \$1.85 for 9, \$3.15 for 27 or \$6.33 for 81. Mail money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



### "IN SEARCH OF..." MOVIE

"In Search Of..." was the masterpiece of the issue. Lou Silverstone's script was excellent and even Davis's amazing "third gear drawing" accentuated the slap-dash way those rip-off films are made.

Timothy O. Lane  
Baldwin Park, Calif.

"Big Tush" is alive and teaching English in my school!

D. M. (name withheld)  
Silver Spring, Md.

I suppose now Leonard Nimoy will be "In Search Of..." another job!

David Schmidt  
Hockessin, Del.

"Big Tush" is the living end!

J. Justin Kramer  
Dryden, Mich.

### THE LIGHTER SIDE OF AIR

I don't mean to get technical with something meant to be humorous, but Dave Berg's "The Lighter Side Of Air" has a fellow washing his face and complaining about a lack of paper towels. The nozzle on most air dryers I've seen can be turned up to aim air at the face.

Frank A. Mazurek  
Ithaca, N.Y.

Nozzletov!—Ed.

### INSTRUCTIONS FOR THINGS THAT NEED INSTRUCTIONS

You have created articles that, without a doubt, belong in the MAD Hall of Fame. "Instructions For Things That Need Instructions," by Tom Koch and Bob Clarke, is another deserving entry to that "shrine"!

Roseann Brown  
Chicago, Ill.

I laughed out loud when I read your "Instructions..." article. The one about the Zenitz TV was so true! We bought a Z over three years ago, and it's called a "portable," but two grown men got hernias trying to lift it!

Barbara Lee  
Bakersfield, Calif.

I needed instructions to read, "Instructions For Things That Need Instructions"!

Kathy Weisner  
Poughkeepsie, N.Y.

You forgot to include "Instructions..." for obtaining best results from reading MAD.

David L. Klees  
Newton Centre, Mass.

### A MAD LOOK AT "STAR WARS"

I like it when Aragonés does a follow-up on a big movie you've already treated in a previous issue. It's like popping a fresh piece of gum into the wad!

Laurie Pevey  
Houston, Texas

Sergio Aragonés's segue from bar scene to water closet, in "A MAD Look At Star Wars," was beguiling comic "relief"!

Lukas Jaeger  
Brooklyn, N.Y.

### ROMANCE-LOVE-RELATIONSHIP BOOK

I'd like to add my own observation to "MAD's 'Romance-Love-Relationship' Book," by Coker and Jacobs. It's *Romance* when you take her to a fancy restaurant. It's *Love* when you tell her that money is no object. It's a *Relationship* when you give her the check.

Mike Schofield  
Bethlehem, N.J.

### LITTLE HOUSE OH, SO DREARY

"Little House Oh, So Dreary" might give a false impression about the TV show it's based on. After the lively wake-up job De Bartolo and Torres did on it, new viewers are liable to expect something funny and engaging in the tube version, too!

Ralph Pizza  
Lake Ronkonkoma, N.Y.

Your "Little House Oh, So Dreary" really took me back to those "frontier days" and made me grateful I wasn't around then!

David Lippman  
Ellenville, N.Y.

I can't believe it! Dick De Bartolo and Angelo Torres made it through "Little House On The Prairie" without once referring to Michael Landon as "Little Joe." Such satirical discipline!

Stephen Rowe  
Staten Island, N.Y.

### THE NECESSITY OF JAFFEE'S INVENTIONS

Al Jaffee is my very favorite artist and writer of all time. He excels in his works of *inventions* and *gadgets*. I especially enjoyed his ingenuity in his "MAD Book Of Magic." Please force him to put out an original paperback of inventions.

Cheryl Komenaka  
Honolulu, Hawaii

No sooner said than done, Cheryl! Just cast your eyes to the ad at the right!—Ed.

### "RAPUNZEL" BY DON MARTIN

I read Don Martin's equine "Rapunzel" on your back cover. A truly revolting case of mistaken identity! You have to say this though, it's a good way to stop the habit of licking your lips!

Jim Owens  
Bellevue, Nebr.

The second frame of "Rapunzel" makes it difficult to suppose (because of the small size of the tower) that it was even physically possible for the horse to turn around 180°, enabling it to stick its head out the window as shown in the fourth frame. Please be so kind as to inform me if I was your only reader to so interpret this cartoon.

Thomas Vondracek  
Ortsville, Pa.

No, two horses also wrote in!—Ed.

It was great horseplay and gave me a real horselaugh!

DeAnne Kay  
Franklin Lakes,  
New Jersey

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PUTTING OUT THE BOND FIRE DEPT.

## HERE WE GO WITH MAD'S VERSION OF THE LATEST "DAMES BONG" IDIOCY TO HIT

Attention!  
One of our  
nuclear  
submarines  
has just  
disappeared!  
Completely!

You know,  
Purgei . . .  
sometimes  
your "love  
talk" leaves  
a lot to be  
desired!

That wasn't me!  
That voice came  
from your combin-  
ation Music Box/  
Jewelry Case/  
Command Module!

I must report to  
KGB Headquarters  
**IMMEDIATELY!**

No wonder you  
always make out  
in full uniform!

What  
time  
is  
it,  
Dames,  
dear?

It's five minutes past  
an important message  
that's coming from my  
wristwatch! I've got  
to leave immediately!

But—but what about  
the money for all  
this love-making?!!

Don't worry! You can  
pay me next time!

THIS WEEK'S SCORES

I can't explain it, Sir, but we're  
losing control! The gauges are all  
going haywire, the lights are going  
on and off, the engines are sick,  
and we're being drawn irresistibly  
toward that huge structure in the  
water! What can be wrong, Sir . . . ?!

There's  
only **ONE**  
explanation,  
Sailor! This  
submarine  
has fallen  
**IN LOVE!**

DRUCKER

WRITER: DICK DE BARTOLO

**BLAM**





As promised, gentlemen, for handing over the plans for the Submarine Tracking System, I present you with this check for ten million dollars!

But this check is for only \$231.44!

I took the liberty of deducting the U.S. Withholding Tax!



And now, may I call your attention to my underwater stage show! I want you to see what happens to a Secretary who tries to betray me!

My God . . . it's a man-eating shark . . . devouring a woman!!

In this case, it's a woman-eating shark! What did she do to deserve such a death?

She microfilmed the Submarine Tracking System to sell to another government—and also, she stole some pencils from my supply closet!



Maws, my secretary seems to have leaked a microfilm of the Submarine Tracking System! Get it back, and kill everyone involved with it! This is the kind of assignment you can sink your teeth into! Now, would you like some lunch? A leg of lamb?

Oh . . . that's right! You must keep your teeth in training! Have some leg of TABLE!!

**GRUNNT!!**



Before you go, Maws, I'd like you to see this . . . That helicopter blowing up contains the gentlemen who sold me the plans for the Submarine Tracking System!

You're right! There IS too much violence on television!

**GRUNNT!!**



I've got my eye on some micro-film!

Eight half-nude women dancing their hearts out, and you have your eye on some microfilm?!

No kidding, Dames! I'm really beginning to worry about you!



But if you MUST find that film, contact a man named Fetish! He in turn will tell you how to contact a man called Max Halvah . . .

Thanks for that piece of information, Abu!

Why not stay the night and have a piece of . . . hospitality?

Y'know, those women ARE beginning to look good!!

That's the Dames Bong I know! Let me fix you up with a date! In fact, I'll give you a WHOLE BOX!



You're Major Aryusober! You call yourself Agent Double XXX! You're a good spy, but you can't count! You drink Bacardi on the rocks, you enjoy skiing, and you wear Scent of Lenin perfume! You see, I know everything there is to know about you!

You're Dames Bong! You call yourself Agent Double-0-7! You drink vodka martinis, you have wine with every meal, and when you're all alone, you sometimes wear make-up and walk around in stockings and high heels!

Boy . . . you certainly know EVERYTHING there is to know about ME!

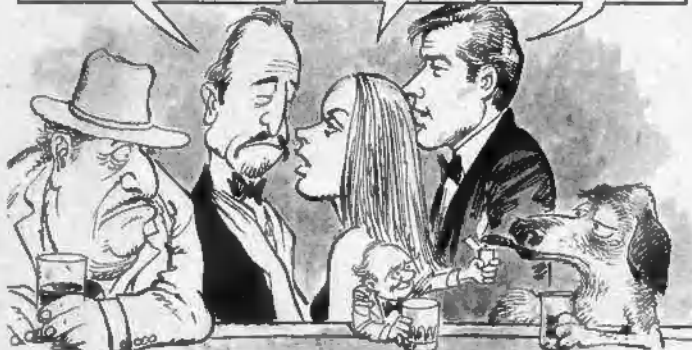




I'm afraid Mr. Fetish won't be able to keep his appointment with you! He had a dinner date at the Pyramids, and somebody ATE him! However, I understand you are both interested in some microfilm?

Yes, and I'll do anything to get that microfilm! ANYTHING! Why, I could even slip into something sheer and sexy!

Wait! I want that microfilm! I'll pay any price! And you haven't seen ANYTHING until you've seen ME slip into something sheer and sexy!



Max Halvah decided to give up the microfilm when some stranger put the bite on him! But now, this big idiot thinks he can just take it away with his winning smile ...!

We may have to give it to him! His winning smile is eating up this truck!

Why ... ? Because you think that you'll be able to out-drive him?

No, because this is a rented truck!

I wouldn't be concerned!



Well, we got away from Maws, but this boat is cold and damp! And it smells terrible!

Stop complaining and just be thankful we're in the FIRST CLASS section!

Here, have a cigarette!

The Surgeon General was right! Smoking CAN ... be ... hazardous ... to your ... health ...



Dames, you and Agent Double XXX will now be working together on a joint Russian/British project code-named "Operation Make-Out"!!

No, I don't want it to be a joint project! After all, I got the microfilm!

In that case, I'll share the blame!

Wait a minute! Look at that mark on the edge of the film! It's a FISH!

That's the logo of the Stromboli Shipping Lines! Stromboli must be behind all this! See, Mr. Bong ... I really don't NEED your help!!

I already looked at the film and it's useless!

That's what YOU think! You happen to be looking at that film on MY slide projector!



Dames!! Help me!! This man is trying to bite my neck!!

Why, you dirty @\$%&+!

I bought her champagne!

If anybody gets to bite her neck, it will be me!

If you're THAT hungry, have a leg of LAMP!!



So you claim to be a famous Marine Biologist, eh, Mr. Alias? Then tell me ... what do you call that specie?

I see you really know your stuff! Now, what I plan to do is create a complete underwater city down here where I will live forever!

Well, occasionally I'll forget where I am ... and I'll open a window for a little AIR ... but outside of that, it's been really wonderful!

Er ... that's a fish!

Are there any problems?



Dames, look what I found while you were talking to Stromboli! It's a model of the newest addition to the Stromboli fleet! And see what this plaque says! "This tanker is SO BIG, it could hold three nuclear submarines in its interior!"

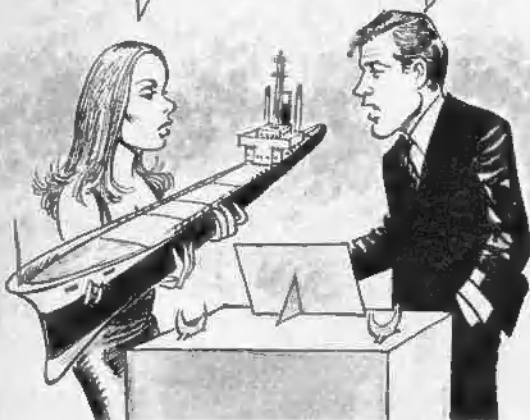
Where are your priorities, Maj. Aryusober? We're looking for missing nuclear submarines, and YOU'RE playing with TOYS!!

That idiot, thinking he can fool me into believing he's a Marine Biologist! And his lady friend, posing as his Wife! I know who they really are! I'll have Maws follow them, and kill them! And that will be the end FOREVER of Superman and Lois Lane!!

Oh-oh! We're being closely followed!!

I don't see anyone!

That's because they're in FRONT of us! That's as CLOSELY followed as you can GET!



What was that noise, Dames . . . ?

Well, that first explosion was a motorcycle side car rigged as an exploding missile, which I avoided! The second explosion was a car-full of hoods firing at us, which I also avoided!

Did you learn such incredible defensive driving at the Royal Spy Academy?

No . . . on the California freeways!

Now we're being followed by a helicopter, and—Watch that turn!

Are you CRAZY—driving this car into the water!?

Relax! Just open the glove compartment . . . and you'll find a complete set of Submarine Car Controls!

The only thing in here is this note . . . "Dear Dames, Your Submarine Car is still under construction! The car you're driving is a regular model! Maybe next time, you will pay more attention when we try to talk to you! Que!"



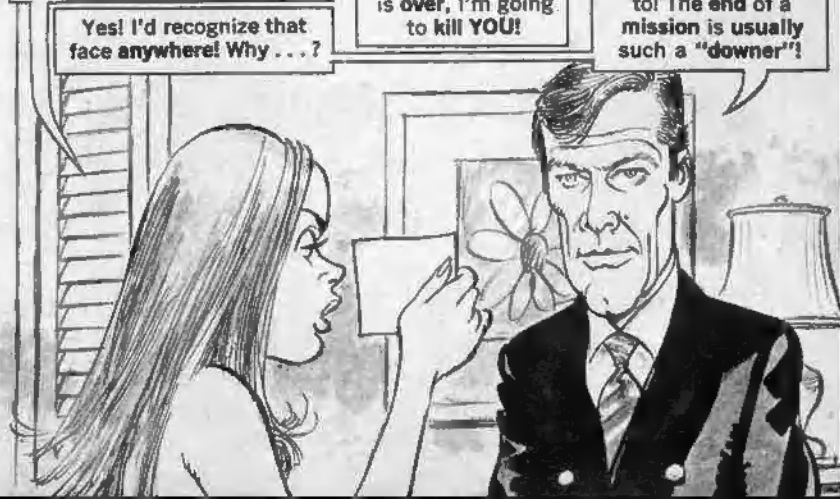
Okay, Buddy . . . "I'm charging you with "Fishing Without a License," "Scuba Diving in a Rented Car" . . . and Making a U-Turn in the Ocean!"

You said that you killed a man when you were skiing in Austria! Was this the man?

He was my lover! I swore revenge! When this mission is over, I'm going to kill YOU!

Terrific! At last that's SOMETHING I can look forward to! The end of a mission is usually such a "downer"!

Yes! I'd recognize that face anywhere! Why . . . ?







Closing in on target!  
Range ... 4000 yards!  
All engines half ...  
Hey! What's happening?!  
All the controls and  
gauges are going crazy!

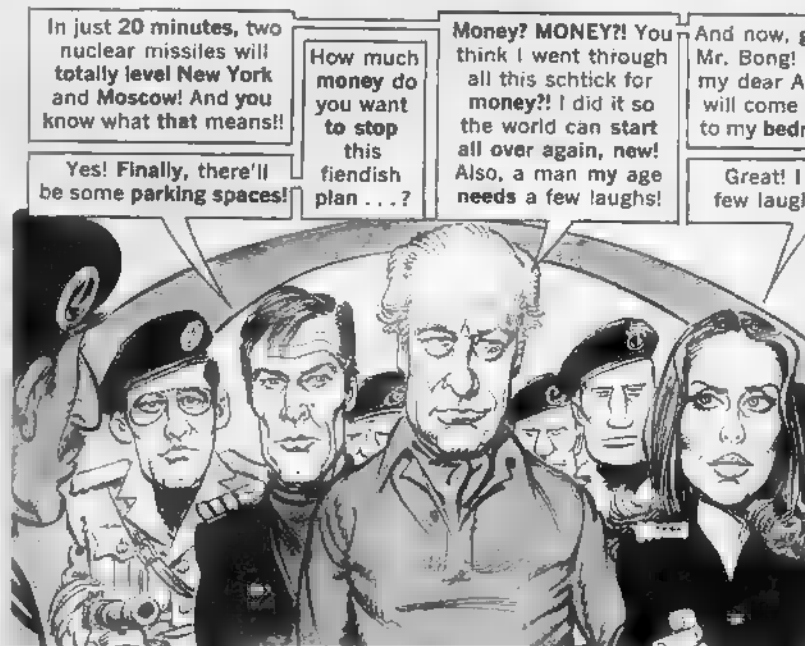
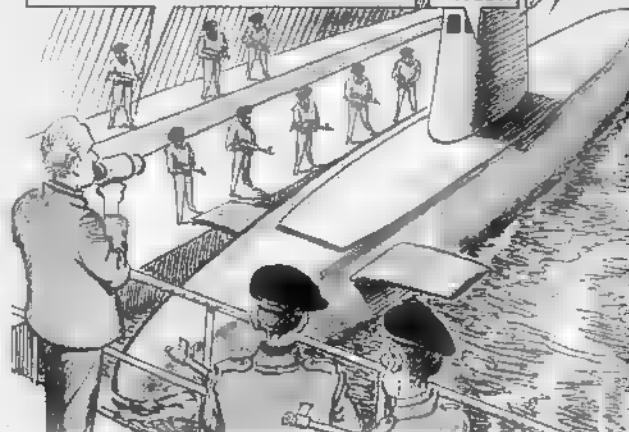
Shall  
we  
abandon  
ship,  
Captain?

Absolutely  
not! You  
know the  
law of  
the sea!!

That a Captain goes  
down with his ship?!  
Right! In this case,  
the Captain goes up  
with his submarine!

Commander, you and your men are  
inside my Supertanker, Licorice!  
You have exactly 30 seconds to  
come out, or we'll cover your  
submarine with mustard, and tell  
Maws it's a steel frankfurter!!

No ... Don't!  
We'll come  
out! Wait!  
Please!



In just 20 minutes, two  
nuclear missiles will  
totally level New York  
and Moscow! And you  
know what that means!!

How much  
money do  
you want  
to stop  
this  
fiendish  
plan ... ?

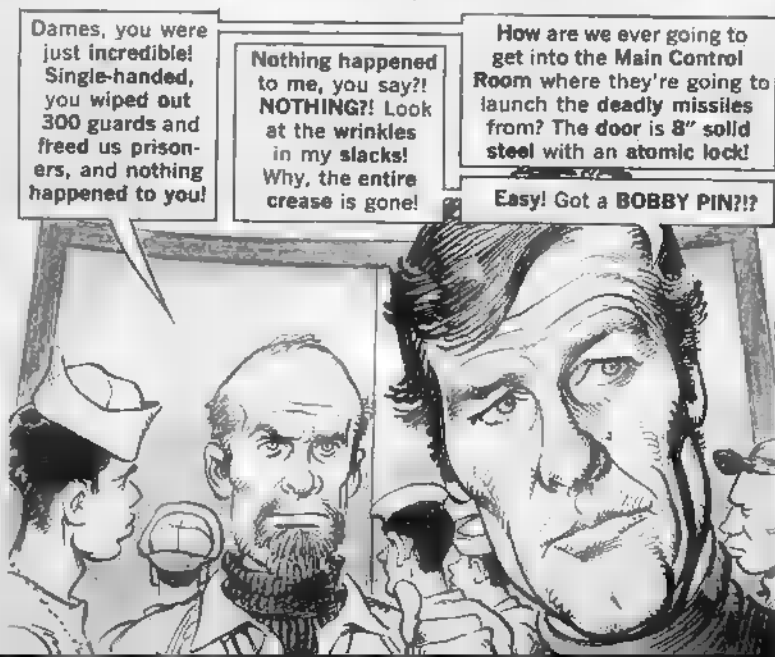
Money? MONEY!! You  
think I went through  
all this schtick for  
money!! I did it so  
the world can start  
all over again, new!  
Also, a man my age  
needs a few laughs!

And now, good-bye,  
Mr. Bong! And you,  
my dear Aryusober,  
will come with me  
to my bedroom ...

Great! I need a  
few laughs, too!!

This is so unfair! I'm  
alone, and they number  
in the hundreds! I have  
no weapon, and they have  
automatic machine guns!

So, since I have  
the **ADVANTAGE**,  
there's nothing  
left for me to  
do but **ATTACK!**

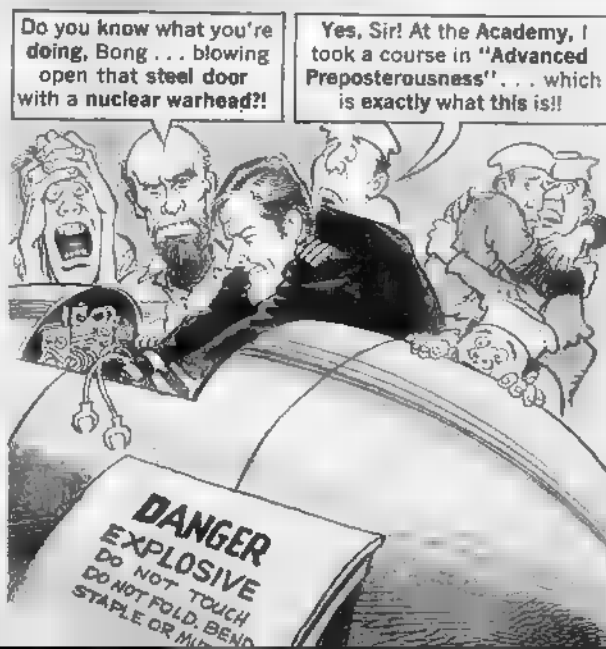


Dames, you were  
just incredible!  
Single-handed,  
you wiped out  
300 guards and  
freed us prison-  
ers, and nothing  
happened to you!

Nothing happened  
to me, you say?!  
**NOTHING!!** Look  
at the wrinkles  
in my slacks!  
Why, the entire  
crease is gone!

How are we ever going to  
get into the Main Control  
Room where they're going to  
launch the deadly missiles  
from? The door is 8" solid  
steel with an atomic lock!

Easy! Got a **BOBBY PIN!!?**



Do you know what you're  
doing, Bong ... blowing  
open that steel door  
with a nuclear warhead?!

Yes, Sir! At the Academy, I  
took a course in "**Advanced  
Preposterousness**" ... which  
is exactly what this is!!

You did it!  
We're inside  
the control  
room! But,  
what if the  
missiles go  
off and hit  
their targets?

I doubt if the people  
in New York will even  
notice! And for the  
people in Moscow,  
will be an "UP"!!  
But we best try to  
stop them anyway!

How can we divert  
two nuclear war-  
heads so they do  
no damage and, at  
the same time,  
destroy the subs  
carrying them?

Perhaps this booklet I  
just found might help!  
It's called, "How To  
Divert Two Nuclear  
Warheads So They Do  
No Damage And, At The  
Same Time, Destroy The  
Subs Carrying Them"!

**BLAM!**

Wham! You did it, Dames! That was an  
incredible stroke of genius... and a  
complete stretch of the imagination!



Hello, Mr. Bong!  
Let me take a shot  
at why you are  
here! You came to  
rescue the Russian  
Agent, Aryusober!

Now I'll take a shot at you!

Missed, Stromboli! You're  
finished! Now, not only am I  
going to kill you, I'm going  
to do something even more  
repulsive to you! I'm going  
to have you buried at land!

Correct!

Oh, no! Not you again! Put me  
down, Maws! It's only 11 A.M.!  
Hasn't your dentist warned you  
about between-meal snacks? Do  
you want to ruin your teeth?!

Oh! Here's something I think  
you might be attracted to...!

And now, I'm  
going to drop  
you in with  
that shark!  
So long,  
sucker...

You  
haven't  
heard  
the last  
of me!

I wasn't  
talking  
to you! I  
was talk-  
ing to the  
shark!!



You saved my  
life, Dames  
... and now,  
I'm going  
to kill you!

You Russians sure  
have a strange  
way of saying  
"Thank you"!

I was only kidding,  
Dames! I love you! I  
want to marry you!

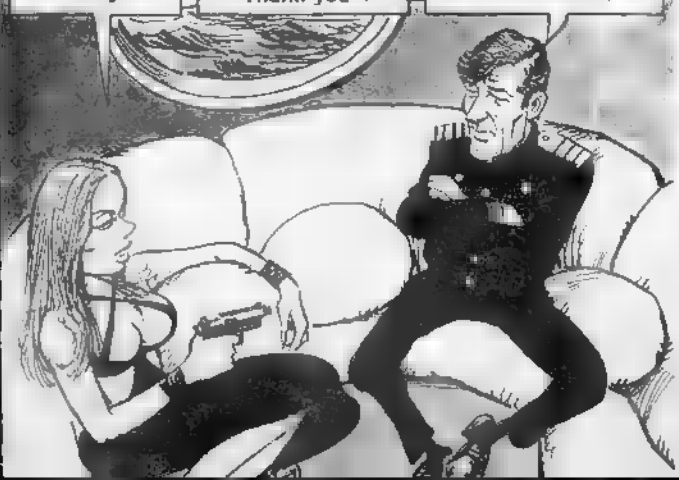
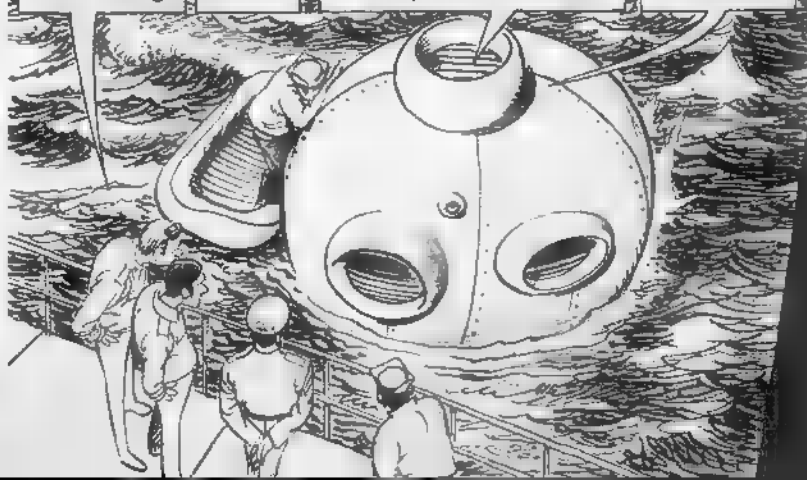
Oh, a slow death, eh?

I wonder what  
they did to  
pass the time  
while they  
were drifting?

Listen!  
What's that  
strange  
sound?

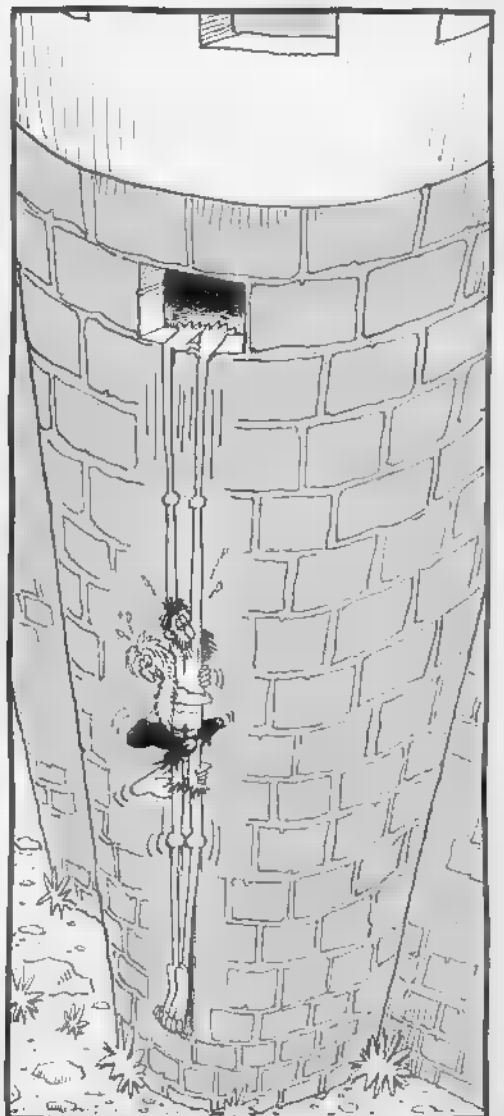
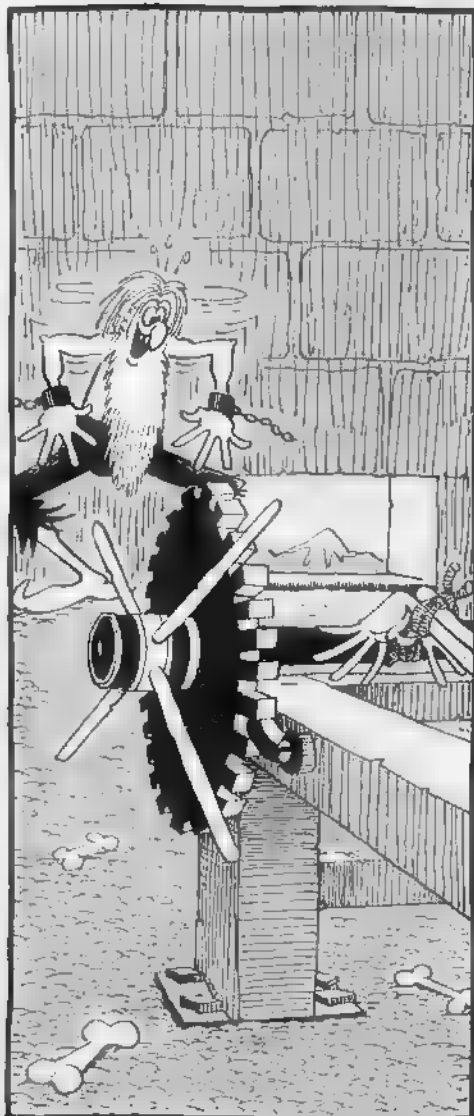
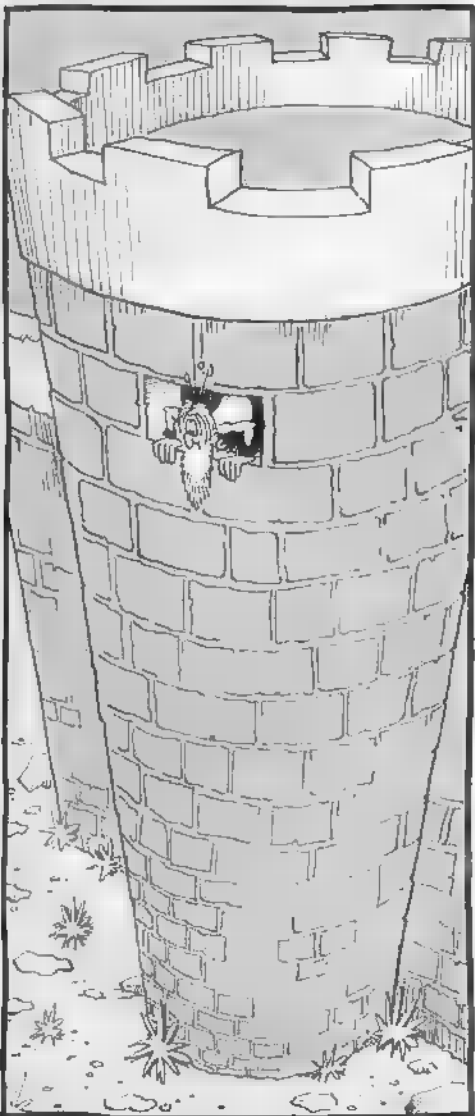
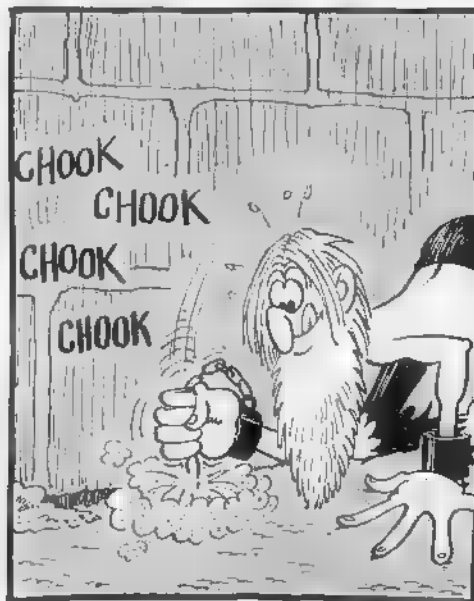
It's almost as if something  
were chewing up the bottom  
of the capsule! You know,  
Dames, it could be MAWS!

Or it could  
be Miss  
Pennymoney!  
She's THAT  
JEALOUS!





# ONE MORNING IN A PRISON TOWER



## SWITCH PITCH DEPT.

There are two things wrong with TV Commercials. They're stupid . . . and they're boring. The stupid part we can't do anything about because they're created by stupid people. The boring part is easy ■ fix. TV Commercials are boring because they're so utterly predictable. After watching for a few seconds, we know exactly what each one is going ■ say when it finally gets ■ the point. MAD, however, feels that TV Commercials really do not have to be dull and boring. Advertisers might do well to have us guessing rather than to have us asleep. And they can do that with

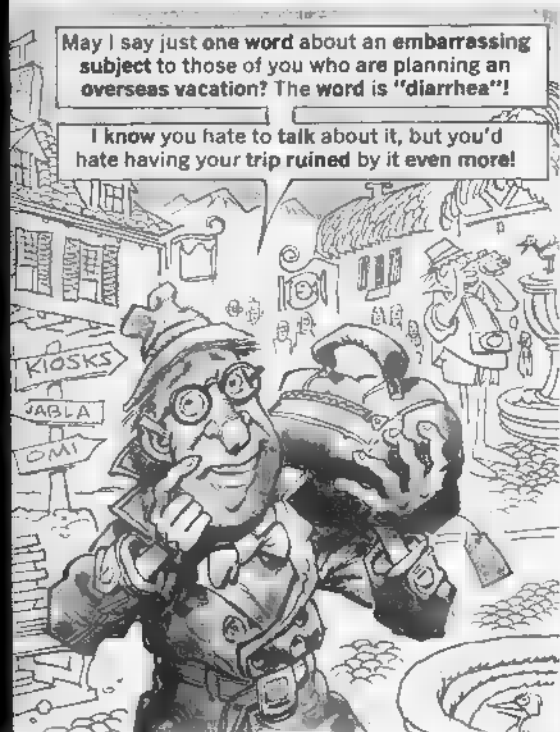
# SURF

May I say just one word about an embarrassing subject to those of you who are planning an overseas vacation? The word is "diarrhea"!

I know you hate to talk about it, but you'd hate having your trip ruined by it even more!

That's why I want you to fill your luggage with the same fine product I pack whenever I travel to a strange land . . .

Good old American "GREPSI-COLA"!! With plenty of "GREPSI" on hand, you don't have to drink the local water—the main cause of diarrhea for Americans traveling abroad!

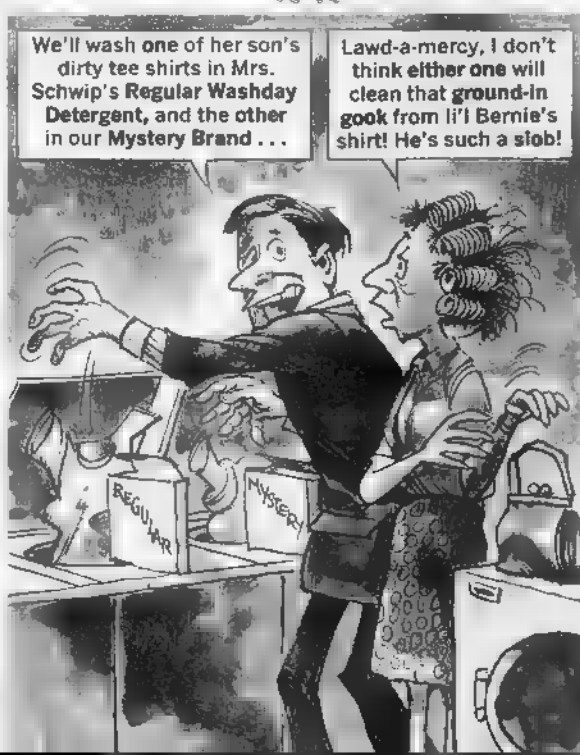


RESERVE TABLE FOR COCKTAILS AND DINNER

I'm here at the Laundromat in Palo Basso, Ohio, to conduct a Detergent Comparison Test with Mrs. Roxie Schwip, the Mother of at least one child!

We'll wash one of her son's dirty tee shirts in Mrs. Schwip's Regular Washday Detergent, and the other in our Mystery Brand . . .

Lawd-a-mercy, I don't think either one will clean that ground-in gook from li'l Bernie's shirt! He's such a stob!



### 30 MINUTES LATER...

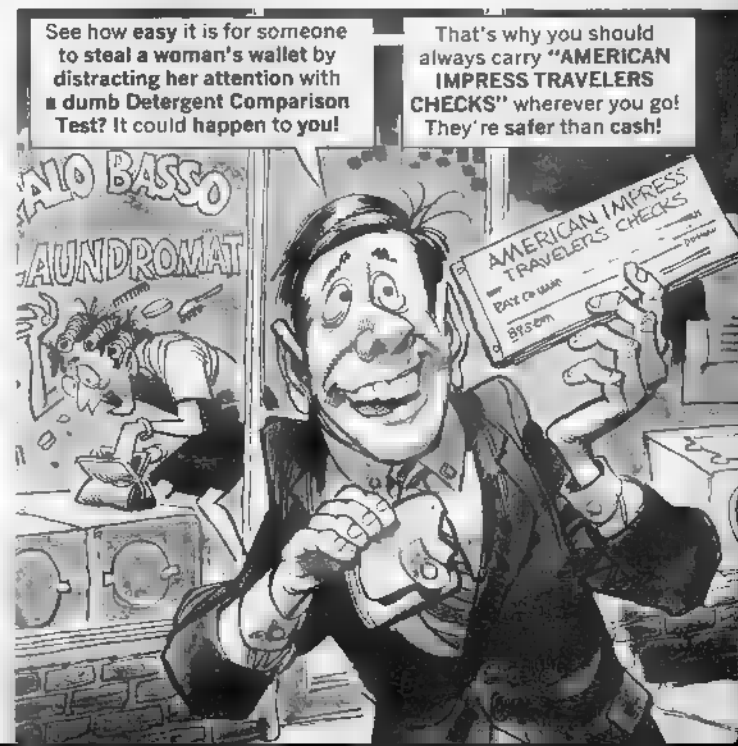
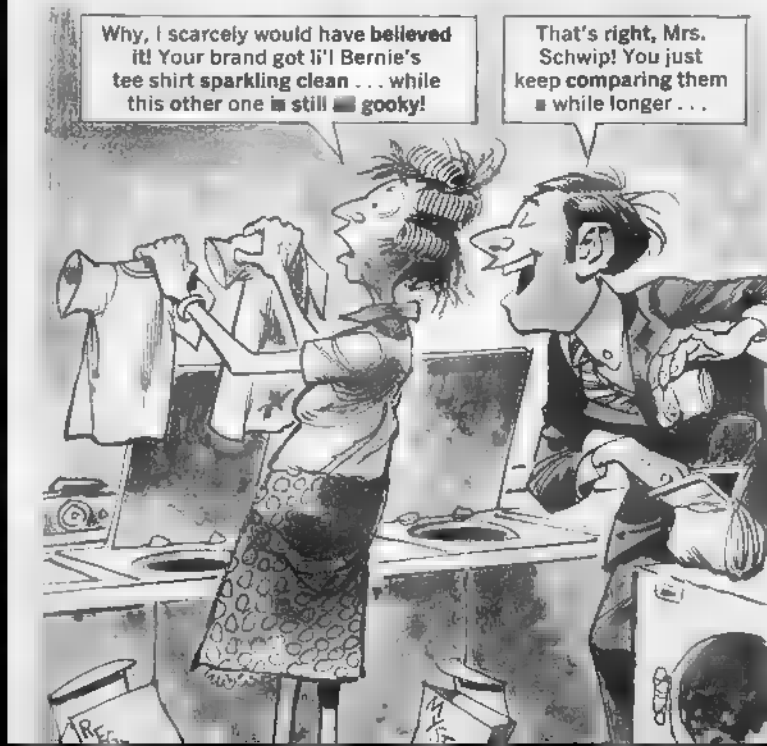
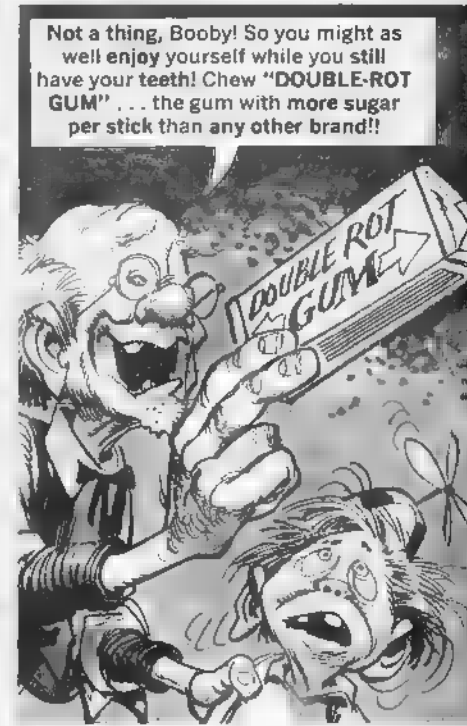
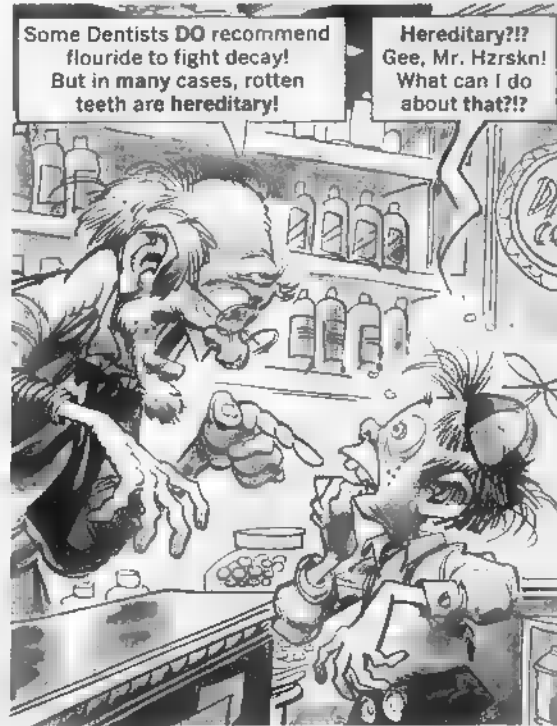
Okay, Mrs. Schwip's . . . let's take a look at both shirts . . .





# RISE TELEVISION COMMERCIALS

ARTIST: JACK DAVIS WRITER: TOM KOCH IDEA BY: DEZI SZONNTAGH



Hi! I'm Mickey Spitoon, the former best-selling writer of books that were filled with sex and violence! My books have less impact today because people get plenty of sex and violence on TV and in movies!



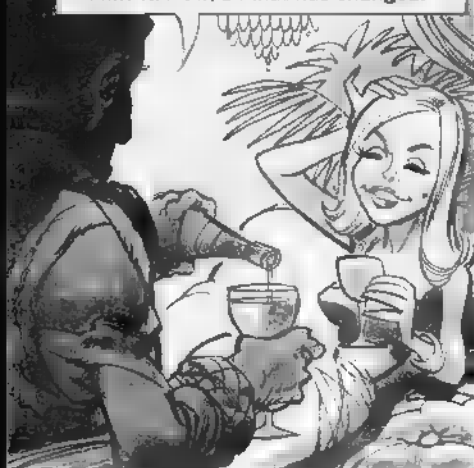
The public's taste in other things have changed, too! Take beer, for instance! The newest fad is "Light Beer" because it's less filling! About fifty different brands are available, and I've tried 'em all! This evening, as a matter of fact!



That's why I always stock up on genuine "ALKA-SPRITZER"! It's the nation's leading hangover cure! And after drinking this much beer, I'm gonna need it!!



A year ago, I wouldn't have dared to serve anything but imported wine when I lured a gorgeous chick up to my apartment! I lacked the confidence to serve what I like just because I like it! Now, all that has changed!



You see, I found something in a bottle that lets me be my own man, and still have the confidence to invite any girl up to my pad... serve 'em wine... and make out!



It's called "CRETIN FORMULA 44"! Just rubbing a little into my hair every day has gradually changed the grey to black, and me from old to bold! Thanks to "CRETIN FORMULA 44", the dolls never guess that I'm 74... which is 73 years older than the cheap domestic wine I serve 'em!



Look, Mommy! My panty-hose make my ankles look all wrinkled and ugly... just like yours look!!



I was embarrassed when little Lucretia said that during my formal tea for the Queen Mother of Roumania! And worst of all, I wasn't wearing any panty-hose!! What I had was unsightly ankle skin!!



A Dermatologist recommended "LEGRIN MEDICATED CREAM" to shrivel up my loose ankle flesh! So if your ugly ankles are caused by something worse than cheap panty-hose, try "LEGRIN"!!

Such smooth, sleek ankle skin! I'm crazy for you, Kiddo...!!





## UP CHORES DEPT.

Once their children are on their own, more women than ever today are beginning to think in terms of new careers for themselves. But after 20 years or so of being Housewives and Mothers, what kind of qualifications and experience can women offer potential employers? Well, we'll tell you: Plenty! F'rinstance, this example of

# A JOB RESUMÉ FOR AN AVERAGE HOUSEWIFE

WRITER: LARRY SIEGEL

IDEA BY: MARY SARAZIN TIMMONS

Polly Drudge  
123 Family Way  
Surburbia, Ohio 12345  
Telephone: 555-4321

### CAREER OBJECTIVE

Vice-President and Comptroller, of a medium-sized Midwestern textile firm.

### ALTERNATE CAREER OBJECTIVE

Anything that'll get me out of the God-damn house!

### EXPERIENCE

<u>Title</u>	<u>Job Description</u>
Systems Analyst and Waste Manager	For 10 years inspected and changed two smelly children who resisted toilet training (including seven years of advanced experience with particularly difficult third child).
Animal Husbandry Expert	For 19 years tolerated kinky demands in bed by uncivilized weirdo.
Market Research	Toured and checked hundreds of supermarkets in fruitless (and meatless) search for food priced to fit a family budget. (My family, not Jackie Onassis'!)
Plant Manager	Took care of, watered, fed, and talked to 27 plants over eight year period. Reason for resignation: 11 of the plants talked back.
Interior Decorator	Re-arranged furniture 27 times to conceal spots on carpet in family room where three kids grew up, and five dogs threw up.
Traffic Manager	Drove three kids to school, Scout meetings, parties, on dates, delivering newspapers, etc. (In fact they didn't learn to walk until they were 16; they didn't <u>have</u> to!)

Over



<u>Title</u>	<u>Job Description</u>
Labor Organizer	Woke up, helped dress, pacified, and gave smelling salts to woozy husband prior to hospital trips when expecting children.
Electrical Engineer	Vast experience in engineering varied men who read light meters into basement, and away from my bedroom.
Creative Arts Director	Rescued family cat 14 times from becoming part of wall-to-wall play dough splotted design motif. (Not as lucky with dog, who was glued to ceiling with epoxy!)
Television Repairs Expert	Constantly cared for and effectively treated my nauseous, queasy stomach after hours of undue exposure to moronic afternoon game shows and sickening soap operas.
Domestic Relations Counselor	19 years experience appeasing finicky maids by cleaning up messy house before they arrived, then cleaning up messy house after they got through cleaning out liquor cabinet.
Import-Export Manager	Bringing in food, taking out garbage, and threatening to eliminate middleman by feeding food additives and other wholesome poisons to family.

#### PERSONAL

Education:	College graduate; majored in Physics.
Value of Education In Current Life:	Have been giving physics to my family for years.
Health:	Strong as a horse; last physical, 1976, by Philip Armstrong, Doctor of Veterinary Medicine.
General Appearance:	Stooped, looped, and pooped.
Hobbies:	Yelling, nagging, and a lot of fainting.

#### REFERENCES

Available on request from important members of my community who know me best (i.e., Otto, gas station attendant; Goldie, Exchange Desk, local department store; Dan, supermarket carry-out boy; etc.)



# SCHLOCK 'N' ROLL DEPT.

Hi! I'm Anita Tyrant! You remember me and my famous battle cry? "Oranges, Si! Rotten fruits, No!" Anyway, I'm with you this issue to explore a truly unique phenomenon on today's music scene! Namely, "Punk Rock"! And in a little while, you're going to meet

# MAD'S "PUNK ROCK GROUP" OF THE YEAR

But first I'd like you to meet Mr. Bernie Rakeoff ... the famous Show Biz Manager!

Hi! As you may know, I manage some of the real greats in Punk Rockdom! Such legendary names in music as "Itchy And The Infections" ... and "The Four Cretins" ... not to mention many, many more lesser-known artists!

Could you tell us a little about the "Punk Rock" movement, Mr. Rakeoff?

Sure, Anita! Actually, the people in it are just a bunch of average young men and women who dress outlandishly, and paint their bodies and their hair, and do some rather bizarre things on and off the stage!

I'd like to ask just one question! WHY??

For a very important social reason! You see, there's really very little sanity and decency in the world, and Punk Rock stars are protesting!

But, what are they protesting AGAINST?!

Whatever sanity and decency is LEFT!

FLIGHT ARRIVALS

ARTIST: HARRY NORTH, ESQ.

WRITER: LARRY SIEGEL

Anita, you're really in for a special treat! My newest and greatest Punk Rock group of them all has just arrived from England! Here they come!

Why are they so late??

Chuckie! Those little pixies! Seems they had a tough time sneaking some vile, deadly stuff through Customs! Something which has the power to rot minds and destroy digestive systems!

And what might that be, Mr. Rakeoff?

Namely, themselves!

Anita, meet a really swell bunch of guys! "JOHNNY TURD AND THE COMMODES"!!

I'm going to throw up!!

So are they! But they're saving that for the big concert!

FLIGHT SCHEDULE

DELAYED	LOUIE
CANCELLED	REBOOKED
ON SCHEDULE	TO CRASH LANDING
ON SCHEDULE	SAID TO ABUSE
ON SCHEDULE	ON SCHEDULE
ON SCHEDULE	ON SCHEDULE

They're really a fun bunch, Anita! But I must admit ... one of them ■ a little weird! Meet Johnny Turd, Harvey Belch, Hugo Sweatstain and Jerry Greenblatt!

JERRY GREENBLATT ... ?!?

That's the weirdo!!

Er ...  
Uh ...  
H-H-Hi,  
there,  
fellows!

Hop it, Love,  
before we kick  
your ~~\*\*\*\*~~  
teeth down  
your throat!

Get this  
~~\*\*\*\*~~  
bloody  
twit out  
of here!

Screw you ...  
and everything  
you stand for,  
you stupid  
~~\*\*\*\*~~ bird!

You're in  
luck,  
Anita!  
They seem  
to like you!



I've  
never  
been  
so  
insulted  
in all  
my life!

Wait!  
The  
evening  
is  
still  
young!

Yecch!  
What foul  
language!  
Er ... what's  
wrong with  
Greenblatt?

He had an  
accident last  
week, and he  
hasn't been  
able to  
communicate!

What  
happened?

He broke  
his  
middle  
finger!

C'mon! We don't  
want to be late  
for the big  
concert! The  
club is packed,  
and all their  
fans are dying  
to see them!

You're not going to  
let those ... ugh ...  
horrors walk in the  
streets looking like  
that! The people in  
this city wouldn't  
stand for it!!

Hey, you must be  
joking! Have you  
seen the SICKIES  
walking around  
New York? Believe  
me, on Times Sq.,  
these guys could  
pass for tourists!



Good  
Heavens,  
what  
are  
they  
DOING  
back  
there?

Rehearsing  
one of their  
numbers ...  
the little  
dickens!  
Aren't they  
irresistible?

They're disgusting!  
Paint all over them-  
selves, safety pins  
in their noses! And  
why in the world are  
they wearing spiked  
DOG COLLARS?!!

That's just  
a gag, Anita!  
You know, a  
put-on! It's  
also a handy  
place to wear  
their tags!

What tags?

The ones  
that prove  
they got  
their  
RABIES  
SHOTS!

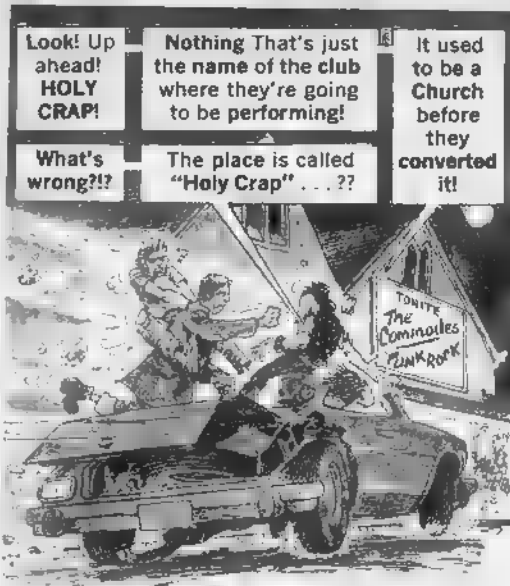
I'll bet this is the first time  
you ever drove with the top down  
... in ■ SEDAN! Aw, look! Poor  
Greenblatt is preoccupied again!  
It's not only his broken finger!  
He's also hopelessly in love!!

Are you  
kidding?!  
Man, does  
he ever  
miss that  
chimpanzee  
he's been  
living  
with in  
London!

In LOVE?! I can't believe one of  
those ... ugh ... THINGS could  
actually have a human emotion!!







Yecch! Look what they're **DOING!** Let me out of here! It's more than a civilized person can stand!

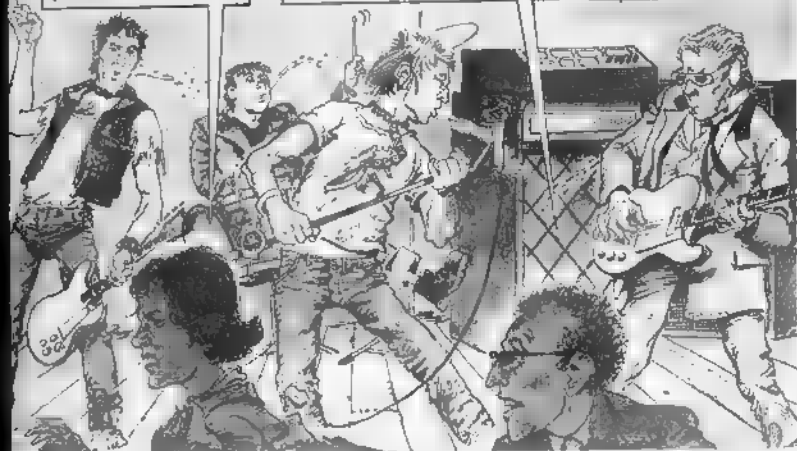
Aw, c'mom, Anita! Don't let that bother you! It's just a cute little introduction to the next part of their act!

Oh? What's that?

Some of the greatest **PUKING** you've ever seen!

I can't take any more! I just can't stand it!

Relax, Anita! They're going into a change of tempo now!



See? They're heading down Memory Lane! An oldie, but a goodie!

What are they doing?

Their rendition of "Raindrops Keep Fallin' On My Head"!

AAAAAAAAAAAAHHHHHHH!

SCREEEEEEEEEEEEAAAAM!

SHRIEEEEEEEEEEKKKK!

Anita!! Where have you been?! You missed the big finale! It was fantastic! Sensational!

They—ugh—cursed! They—yecch—spit and puked all over the stage! They—aaargh—tinkled on the audience! They cut themselves—ulp—with knives!

What could possibly happen after that?

The act **DIED!**

Well, of course!! How could anything as disgusting as that succeed?! Naturally they bombed!



I didn't say they **BOMBED!** I said they **DIED!** What an exhibition! The greatest finale in Punk Rock history!

Listen to the crowd!

I loved it!

It was great! Fantastic!

I've seen better!

Ahhhhh! What do YOU know about music!?

This is a very sick and upset Anita Tyrant—signing off! So long, readers! So long, America! And so long, "Johnny Turd And The Commodes" ...

Sob . . . sob! Isn't it beautiful, Anita! The boys always wanted a simple and dignified funeral!

Well, that wraps up that act, Mr. Rakeoff! I guess, for you, it's back to the old drawing board!

No, it's back to the old airport! I've got a new Punk Rock group coming in from Uganda that'll blow your mind! They're called "Calvin And The Cannibals" . . . and they've got a finale you won't believe!!





PERPLEXI-TEASE DEPT.



# SOME MAD THINGS WE'LL NEVER UNDER- STAND

ARTIST: JACK RICKARD  
WRITER: STAN HART

WE'LL NEVER UNDERSTAND WHY...



... the State pays \$15,000 a year to feed, clothe and house a criminal ...



while the victim's family gets nothing.

WE'LL NEVER UNDERSTAND WHY...



... you leave a measly quarter tip for the waiter in a luncheonette ...



who makes as many trips as the waiter in a fancy restaurant you tip two bucks.

WE'LL NEVER UNDERSTAND WHY...



... a man can get undressed in front of his wife, and not be embarrassed ...



and he can get undressed in front of his doctor, and not be embarrassed ...



but he'll be embarrassed when he gets undressed in front of both of them.

**WE'LL NEVER UNDERSTAND WHY...**



... no matter what city or town you're driving in when you stop for a light ...



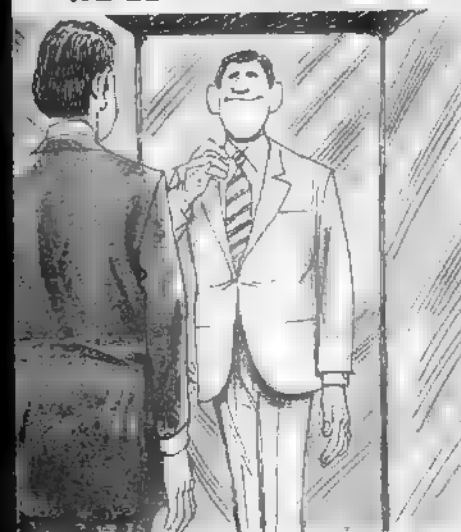
... the guy in the next car is always picking his nose.

**WE'LL NEVER UNDERSTAND WHY.**



... the doctor's nurse will give you a specific time for an appointment ...

**WE'LL NEVER UNDERSTAND WHY...**



... you look okay in a regular mirror ...



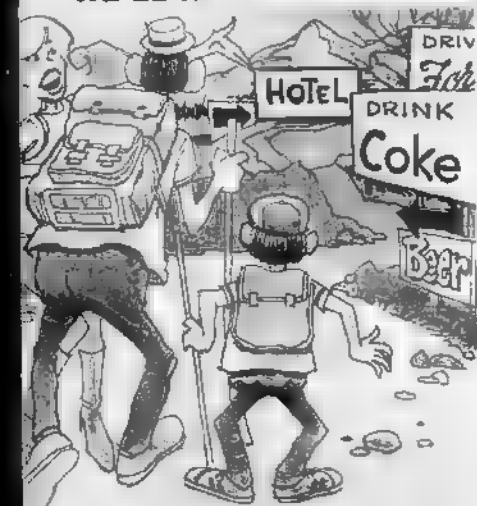
but you look like hell in a 3-way mirror.

**WE'LL NEVER UNDERSTAND WHY.**



... important letters get lost ...

**WE'LL NEVER UNDERSTAND WHY...**



... people who complain about the commercialization of everything ...



will wear fun tee shirts with commercial messages on them.

**WE'LL NEVER UNDERSTAND WHY.**



... someone who works hard to become a famous celebrity and be recognized ...

## WE'LL NEVER UNDERSTAND WHY...



but when you show up on time, there are always four or five people ahead ■ you.



... dog and cat lovers hate the killing of unwanted animals ...



yet let their dogs and cats run free to make ■ those unwanted animals.

## WE'LL NEVER UNDERSTAND WHY...



while junk mail never does.



... you want your best friend to succeed ...



... but when he does, you feel depressed.

## WE'LL NEVER UNDERSTAND WHY...



complains bitterly, when she finally makes it, that she has no privacy.



... the U.S. Government permits the sale of arms to other countries ...



then sends emissaries all over the world to try and stop the fighting.



OFF THE WALL DEPT.

If you want to find out what life is like in an apartment house, it's not necessary to talk to the door-

# APARTMENT HOUSE

WRITER: FRANK JACOBS

E COPIES  
YOU WAIT

RY'S  
O COPY  
V ICE

action  
anteed

Orchard Street  
: 555-8976

WE MAK  
WHILE

H A R  
P. H O T  
S E R

S a t i s f  
G u a r a

21-25 West  
Telephon

\$100.00 REWARD!

FOR ANY INFORMATION  
LEADING TO RECOVERY  
OF THESE ITEMS STOLEN  
LAST WEEK FROM MY  
APARTMENT

A Sony 19" Trinitron TV

A Pioneer 520 Stereo  
System with two speakers

A GE AM-FM Clock Radio

A Bulova watch with  
silver band

FOR SALE  
CHEAP!

GE AM-FM CLOCK RADIO - \$2

SONY 19" TV (Trinitron) \$20

PIONEER 520 STEREO  
WITH TWO SPEAKERS \$1

BULOVA WATCH WITH  
SILVER BAND - \$

COME TO APT. 11-J A  
ASK FOR ROCCO

*Cleaning Lady  
Needs Work  
Neat, Clean  
Reliable  
Opal Williams*

TEL  
555-  
8288

T Y P I S T

wi.l type & yur  
manuscript too  
your completE  
satisfacfactio n!

REASONABLE  
RAITS!  
WILL PICK #P  
AND DeLIVUR

Call Clarisse  
555-7843

I'VE GOT 271862  
RABBITS TO GIVE AWAY  
BOBBY SMITHERS APT. 15-H

Mr. Geoffrey Fortesque (Apt 15C)  
would very much like to meet the woman  
whose lace bikini panties somehow wound  
up in his laundry while using the basement  
washer and dryer on Wednesday last.

The monthly meeting of the building  
anti-crime committee will not be held  
this month due to its chairman,  
Wilfred Smeed (4B) still lying in critical  
condition following the armed robbery  
during last month's meeting.

man or the tenants. Simply make your way to the place where folks pin up their messages, namely the ...

# E BULLETIN BOARD

IDEA BY: T. PEPLINSKI

ARE YOU THE  
FORGETFUL TYPE?

If so, you can  
benefit by enrolling  
in my new, 6-week  
Memory Course. When  
you're through, you'll  
forget nothing and  
remember everything!

For cost and complete  
information please  
dial this number:

MUST GET RID OF MY  
DOBERMAN FAST  
WILL MAKE FINE ~~DEF~~  
GUARD DOG  
FOR  
RIGHT PERSON  
CALL B. JONES  
12-B  
{temporarily in MERCY  
HOSPITAL}

EXPERT ACCOUNTANT  
WILL PREPARE YOUR TAXES

Low-Cost Package

Federal Return--\$15.00

State Return--\$10.00

City Return--\$10.00

Total:--\$42.00

Ben's A-1 Tax Service

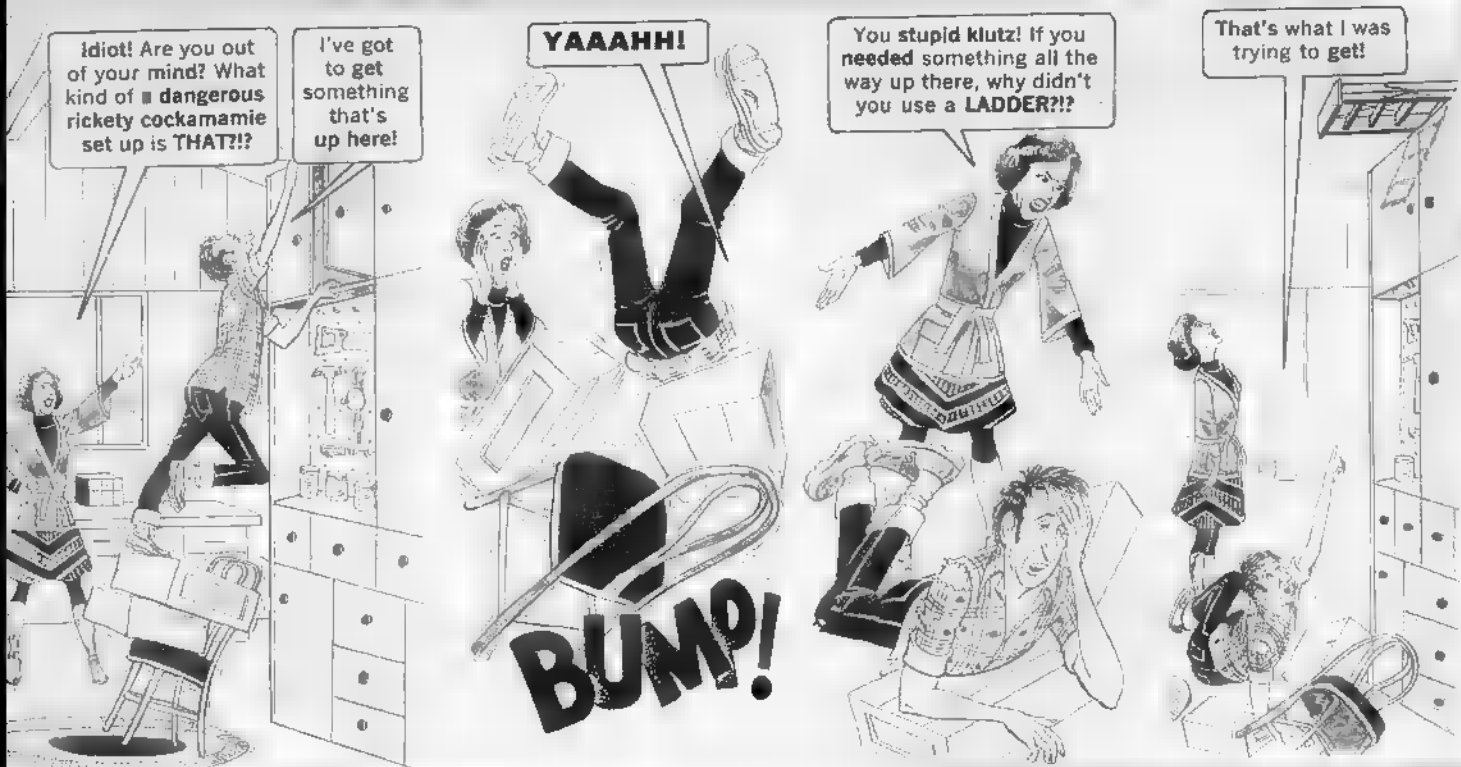
111 Oak St. -555.0924

EVERY MARRIAGE IS WORTH SAVING!  
FOR MARRIAGE-COUNSELING,  
CALL MRS. ELVIRA GREPSE  
555-9851 APARTMENT 6-D  
(FORMERLY MRS. ELVIRA DINWIT, APT. 14-A)

Lost  
my bifocals  
Will pay reward  
to person who  
returns them  
Grover  
Flein  
home  
-7942 Apt 17

(82)  
Mrs. Leona Wickwire  
wishes to announce  
that she is coming  
out of seclusion after  
a 45-day mourning  
period following  
the death of her  
Doodle  
(Pierre)

Donald and Maureen Snyder (11J)  
and  
Peter and Iris Fleeble (9K)  
wish to announce that they  
have swapped mates, and as of  
the first of the month  
Donald and Peter will be living in 11J  
and Maureen and Iris in 9K



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

# D





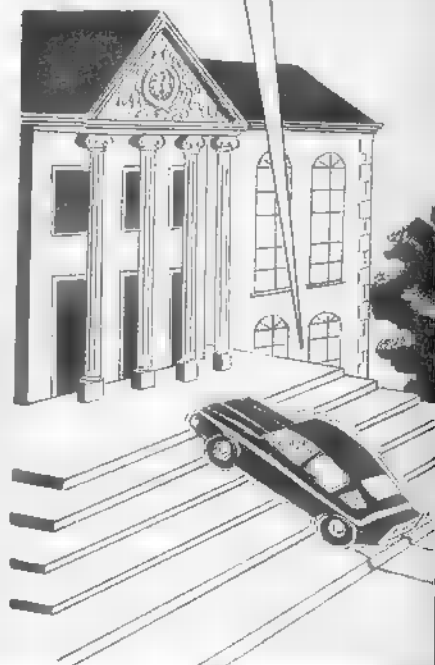
You're  
too  
drunk to  
drive!

Who's too drive  
to drunk?! I only  
had one or two  
li'l Martoonis!

It's dangerous to drive while  
you're under the influence of  
alcohol! Your judgment and  
your reflexes are way off . . .  
and you do wild, crazy things!

Lishen, I'll have you know  
I'm sober as a Judge!

Is that why you're driving  
up the Courthouse steps?!?



# ANGER

ARTIST & WRITER:  
DAVID BERG

Just where do  
you think  
YOU'RE going?

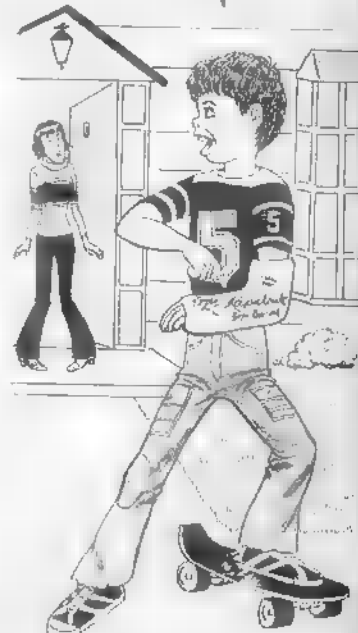
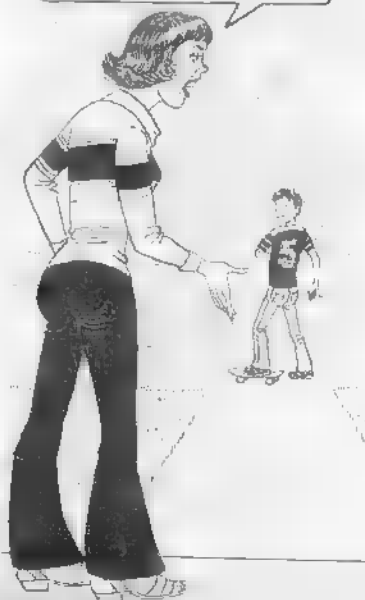
Over to  
Harold's  
house!

On a skateboard?!  
After it gave you  
all that trouble?!

One little  
wipe out  
= trouble??

Yes! One little wipe out  
is trouble!! Besides . . .  
what, may I ask, is so  
all-fired important about  
going to Harold's house??

I want him to sign my cast!



**BEWARE!  
DANGEROUS  
ATTACK DOG**



THAT's the dangerous  
attack dog?!!



YIPE  
YIPE  
YIPE

Shhh! He **THINKS** he's a  
dangerous attack dog!



We got one guy in my dorm  
who actually believes in  
Witchcraft and Voodoo and  
Black Magic and like that!

Can you imagine? In this place  
of higher learning . . . in this  
the atomic age . . . when we've  
put men on the moon . . . there  
is still one jerk who believes  
in ridiculous, superstitions  
mumbo-jumbo nonsense like that!

I guess you really  
told him off, eh!

Are you  
crazy?!

He's liable to put some  
kind of **CURSE** on me!!



HEY! BE CAREFUL! DON'T STAND UP ■  
THE BOAT!! THAT COULD MEAN **TROUBLE!**



**NOW** SEE WHAT YOU'VE DONE!



YOU'VE SCARED ALL  
THE **FISH** AWAY!!







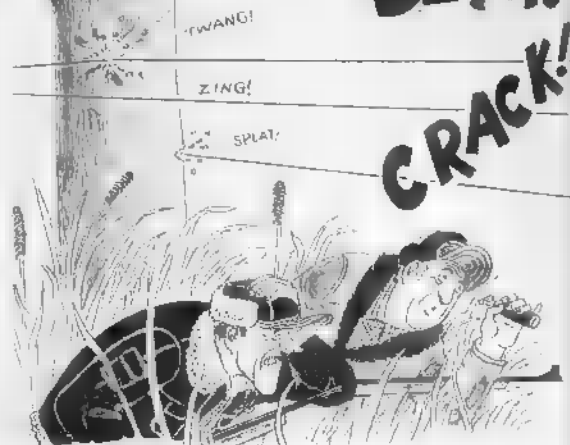
I've got a duck call here so realistic, it can fool anything alive! Just listen to this . . .



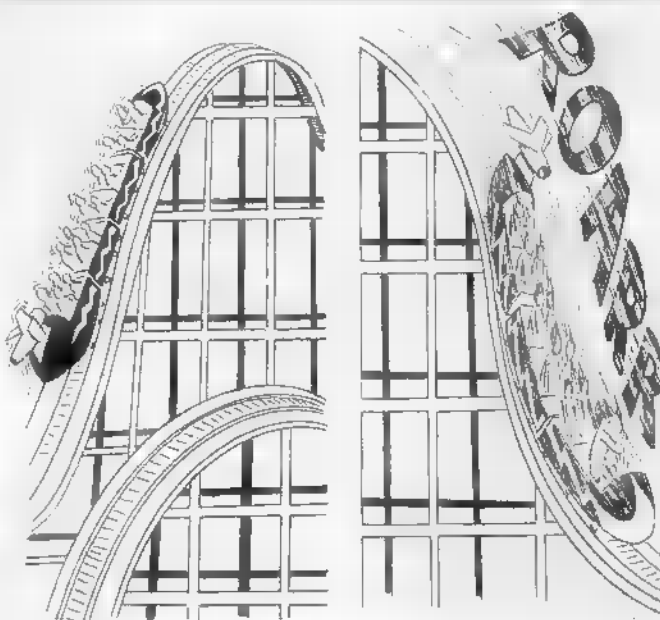
QUACK  
QUACK  
QUACK



BANG!  
BLAM!



Don't be afraid, baby!  
I'll hold on to you!!



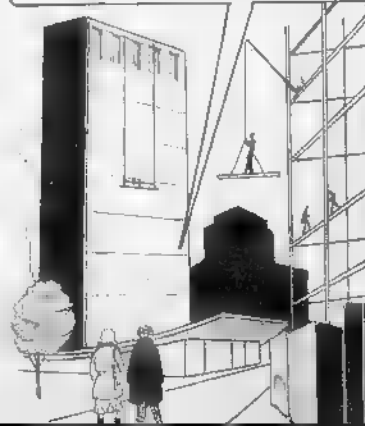
Okay! You can let go now!



There are guys with macho . . .  
like a Fireman! He's got a  
dangerous job! And a Police-  
man's job is no piece of cake!



And a Skyscraper Window Washer  
has a dangerous job! So does a  
Lion Tamer and a Professional  
Athlete and a Construction  
Worker and a Space Astronaut!  
They all have dangerous jobs!



And what am I?! A lousy  
HIGH SCHOOL TEACHER?

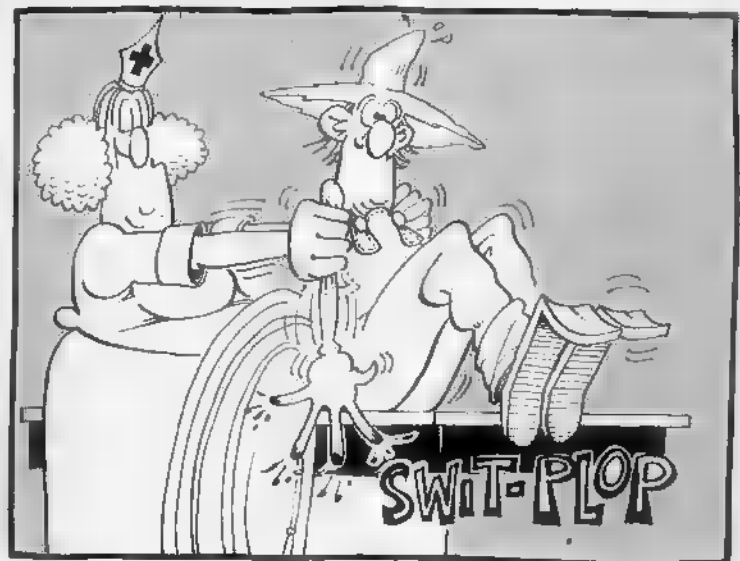
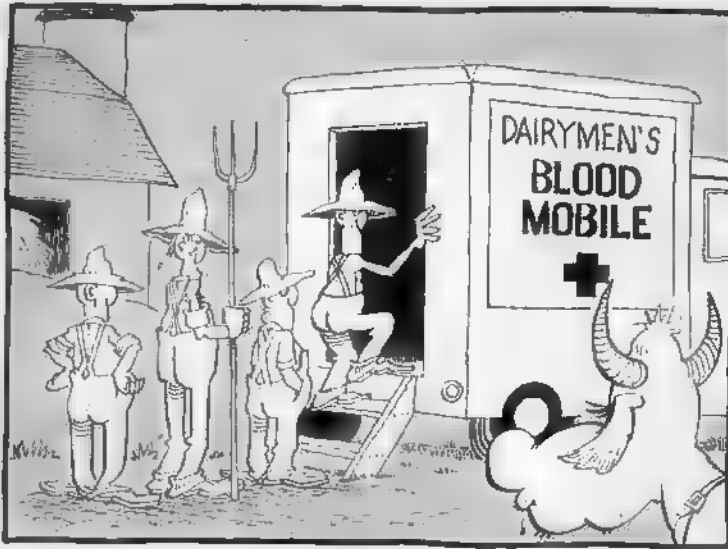


THE MOST  
DANGEROUS  
JOB OF ALL!



David Beron

# ONE AFTERNOON DOWN ON A FARM



## TWIN SCREWS DEPT.

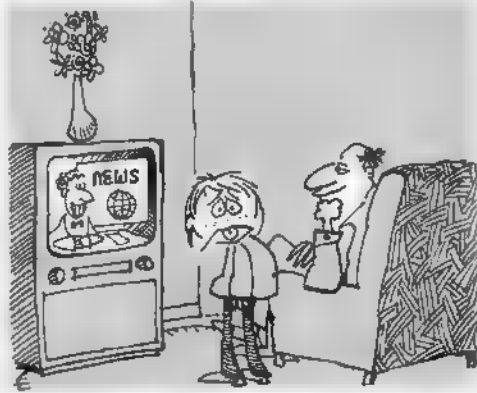
"Catch-22" was a best-selling book that later was made into a successful movie. In case you didn't read the book or see the movie, it was about an Air Force bombardier who doesn't want to fly any more dangerous missions. Since there is an Air Force regulation which states that if you're insane, you can't fly, our

# MAD'S REAL-LI

ARTIST: SERGIO ARAGONES



You can't watch TV until you finish ■ your homework ...



... but by the time you finish ■ your homework, your favorite shows are over.



You're given permission to have the gang over for a party, but you're not allowed to have beer ...



That great-looking cheerleader won't go out with you unless you're on the football team ...



... but if you make the team, you have ■ early curfew, and she won't ■ out with guys who have to sign in at 11:00 o'clock.



You're threatened with Summer School if you don't pass all your subjects ...



Your favorite team signs several free agents for a couple of million bucks ...



... but in order ■ pay for them, they raise the ticket prices, so now you can't afford to see your favorite team play.



Your Dad says you can stay out as late as you want on week-ends if you get straight A's ...



hero tells his shrink that he's crazy and therefore, according to regulations, he doesn't have to fly. But there's a catch—Catch-22—which states that if you don't want to fly dangerous missions, it proves you're sane . . . and therefore, you have to keep flying! All of which is our roundabout way of introducing . . .

# FE "CATCH-22's"

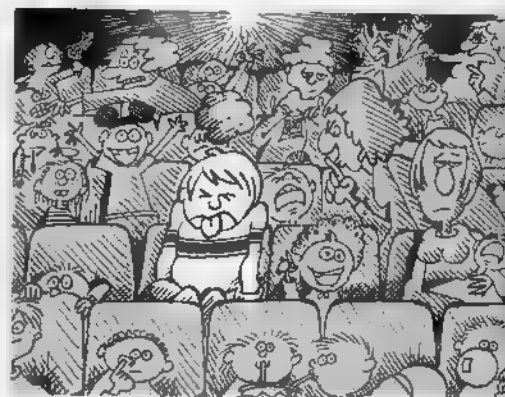
WRITER: LOU SILVERSTONE



. . . and ■ there's no beer, the gang won't come ■ your party.



If you're over 12, you have to pay ■ adult admission price at the movies . . .



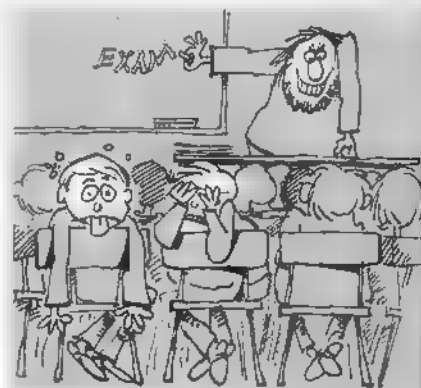
. . . but because you're under 18, you're only allowed to see boring "kid" movies.



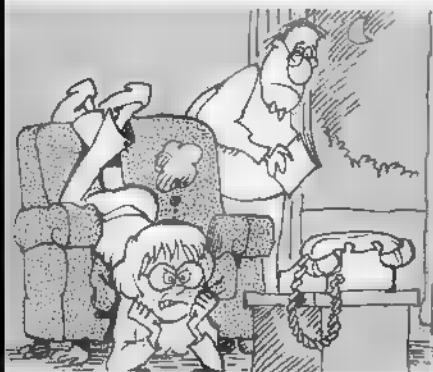
. . . but if you do pass, you'll have to go to Summer Camp . . . which is worse.



You have one of those cool teachers who doesn't take attendance, and doesn't care ■ you show up for his lectures or not . . .



. . . but if he springs a surprise quiz on the class, and you're not there . . . you get a big fat zero.



. . . but if you get straight A's, none of the guys will ask you out because you're obviously a brain.



If you want dessert, you have to finish your broccoli first . . .



. . . but if you eat all your broccoli, you're sure to barf, and you won't want any dessert.

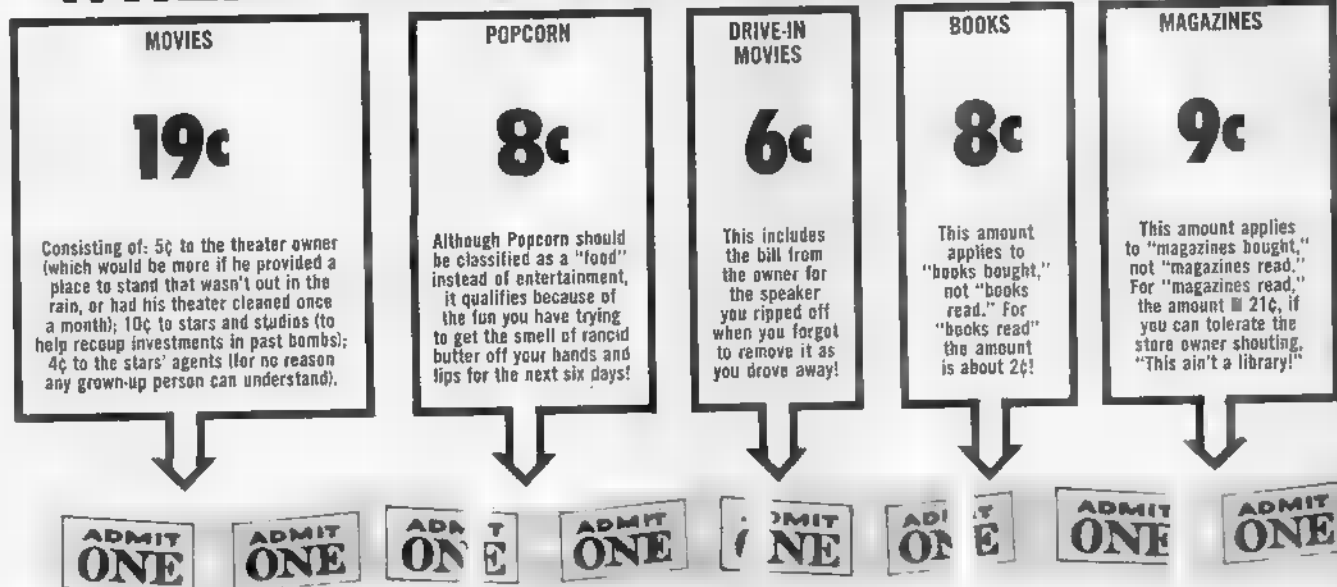
Arismes

## BUCK SHOT DEPT.

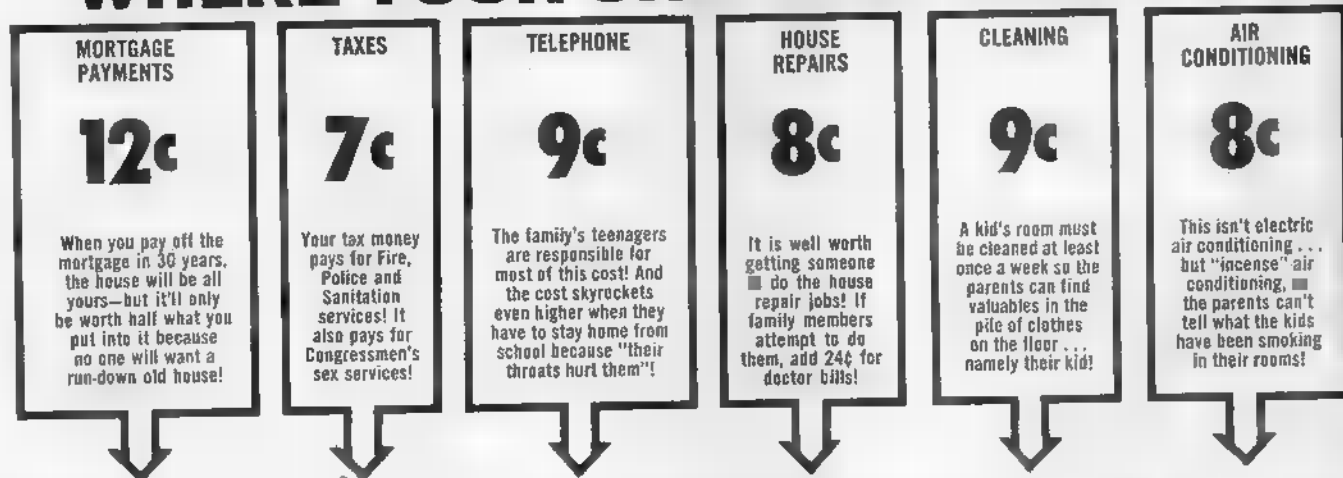
Hey, big spender! Do you really know where every penny of your hard-earned (or conned, in the case of a weekly allowance) buck goes? Of course not! So pay attention! We're gonna show you! And if you think *Economics* was dull, wait till you start reading—

# WHERE Y

## WHERE YOUR ENTERTAINMENT DOLLAR GOES



## WHERE YOUR SHELTER DOLLAR GOES





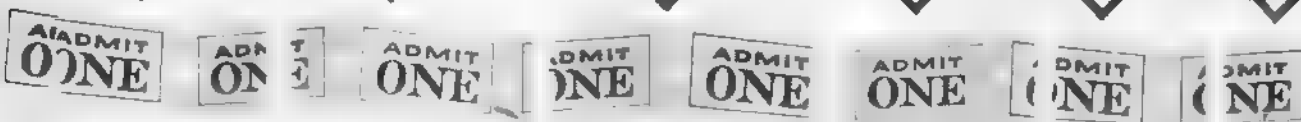
# OUR DOLLAR GOES

ARTIST: BOB CLARKE

WRITER: STAN HART

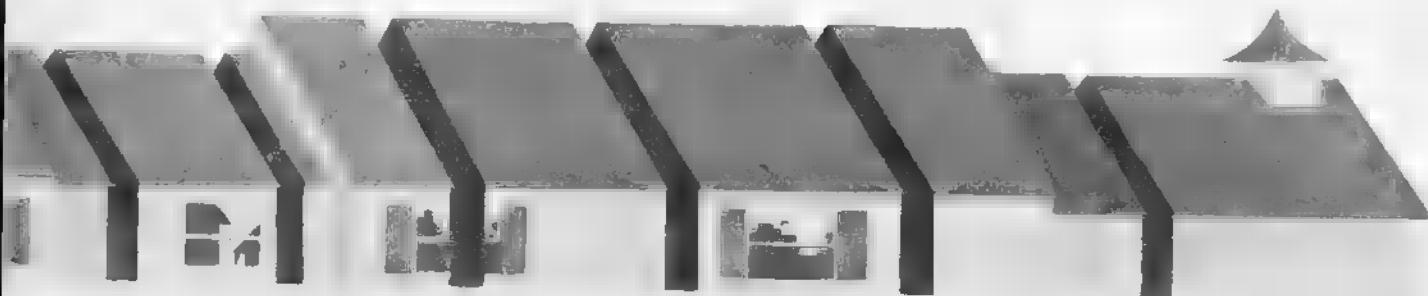
## LAR GOES

<b>BOWLING</b>  <b>10c</b>  Despite the popular misconception that today's kids just hang around bowling alleys and get into trouble, they also bowl! ... and get into trouble!	<b>BOWLING MEDICAL COSTS</b>  <b>12c</b>  This covers the costs of back doctors or hernia operations when you try to impress a girlfriend how fast you can throw a ball—or try to impress a boyfriend that you're a real "regular fellow"!	<b>ROCK CONCERTS</b>  <b>9c</b>  This may seem high until you realize that the cost of a Rock Concert also covers the performer's bills from his ear doctor and his legal fees from his battle with the U.S. Immigration Department.	<b>REFRESHMENT AT ROCK CONCERTS</b>  <b>6c</b>  This is optional! You need not buy your own refreshments! Just take a deep breath and you can cash in on everyone else's refreshments!	<b>GETTING OUT OF JAIL</b>  <b>5c</b>  Obviously, Rock fans aren't the only ones who attend Rock Concerts!	<b>AMUSEMENT PARKS</b>  <b>8c</b>  This includes admissions to rides, and the cleaning bill ... after you vomit all over yourself on the Roller Coaster!
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## ES

<b>ELECTRICITY</b>  <b>7c</b>  This may seem high, but how are the kids expected to see well at Noon unless all the lights in the house are on?!	<b>PLUMBING REPAIRS</b>  <b>6c</b>  Results from kids trying to learn if their Snoopy dolls can shoot the rapids in the toilet bowl!	<b>TELEVISION REPAIRS</b>  <b>8c</b>  When these are necessary, the Mother ... who watches TV all day long ... blames the kids ... who watch it all night long!	<b>UPHOLSTERY REPAIRS</b>  <b>9c</b>  ... to cover holes burned in sofa while the kids are smashed on cheap wine! Also to cover holes burned in sofa while the parents are smashed on expensive wine!	<b>DISHWASHER REPAIRS</b>  <b>8c</b>  This occurs often, like when the parents return from a week-end vacation to find the dishes piled up in the sink to the ceiling, and they figure the dishwasher must be broken, only it isn't!	<b>INSURANCE</b>  <b>9c</b>  This is needless and costly expense! In most American homes, everyone would be happier if the damn things burned down and each family member was free to run away and be by himself anyway!
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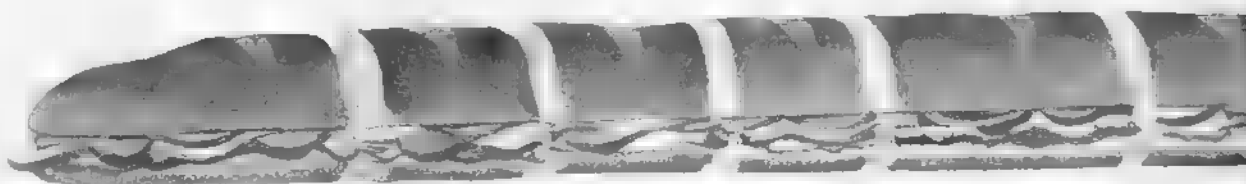
# WHERE YOUR MEDICAL DOLLAR GOES

OFFICE	RECEPTIONIST	NURSE	EQUIPMENT	ANSWERING SERVICE	MALPRACTICE INSURANCE
<b>8c</b>	<b>9c</b>	<b>8c</b>	<b>6c</b>	<b>8c</b>	<b>12c</b>
Includes cost of occasionally re-upholstering the 35-year-old sofa and cleaning the carpet once every seventeen years!	A high priced job—only for qualified person with special talent for booking three, four or more patients for the same exact time!	Includes cost of special brush-up training course on how NOT to find a vein with an old, dull hypodermic needle!	This would be much higher if only the doctor could bring himself to discard those old hypodermic needles!	Includes the cost of the hypnotist who wipes out the Answering Service operator's memory for names, dates places and facts!	Insurance companies are bloodsuckers, charging so much! Then again, they wouldn't have ■ charge so much if doctors didn't screw up so badly and lose malpractice cases!



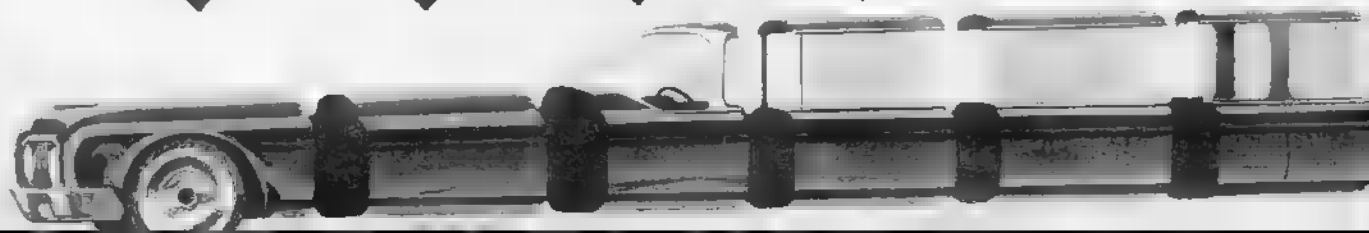
# WHERE YOUR FOOD DOLLAR GOES

FARMER	ADDITIVES	LEGAL COSTS	PACKAGING	ADVERTISING	LEGAL COSTS
<b>7c</b>	<b>5c</b>	<b>8c</b>	<b>9c</b>	<b>14c</b>	<b>7c</b>
... which is plenty for someone who just plays around in dirt all day long!	The stuff that makes your food look great and your X-ray look awful!	■ fight the Food and Drug Administration over the use of all those harmful additives!	... including high-priced Designers and expensive—but useless—packaging materials!	You love your TV shows? Guess who pays for them! That's okay with you? Now guess who pays for the ones you hate as well!	To fight the Federal Trade Commission over false and misleading advertising claims



# WHERE YOUR TRANSPORTATION DOLLAR GOES

CAR PAYMENTS	GAS AND OIL	REPAIRS	OVERSIZED TIRES	TRAFFIC TICKETS	CLEANING
<b>12c</b>	<b>7c</b>	<b>10c</b>	<b>9c</b>	<b>8c</b>	<b>7c</b>
The easy way to buy a car! Only trouble is, by the time you finish paying the car off, it's ready for the junk yard!	This item could be reduced a lot if you could just find a girlfriend that lives at the bottom of a hill!	This figure includes 4¢ for initial repair and 6¢ for taking it to another mechanic ■ undo the job done by the first butcher!	If you drive ■ these "conventional" tires, all your friends will laugh at you! It's a small price to pay to avoid humiliation!	It takes a while to find out that all those posted speed limit signs aren't just roadside eye charts!	For getting them ground-in pizza, hamburger, taco and ice cream stains out of the upholstery!



## OES

### MEDICAL CONVENTIONS

**9c**

Important for meeting other doctors to exchange information on fee-splitting! Also, for doing research on hanky panky while the wives aren't looking!

### CONSULTATIONS

**10c**

When a doctor doesn't know what he's doing, he calls in another doctor for a consultation! So why not go to the second doctor in the first place?!? Who says HE knows what he's doing?!

### COVERAGE WHILE ON VACATION

**9c**

This may seem like a low amount, but then, how much does a just out of Medical School get? And then again, how much does he know?!

### RECREATION

**11c**

You wouldn't want your doctor to be "All work and no play!" would you? Three days in the office and four days at "The Club" is about average for most M.D.'s!

### CONTRIBUTIONS ■ THE A.M.A.

**10c**

... to help support a lobby in Washington fighting any National Health Plan that might assure good treatment for all, regardless of their ability ■ pay!



## GOES

### TRUCKING

**6c**

Someone has to pay for the trucks that clog our highways and jam up our streets!

### TEAMSTERS PENSION FUND

**7c**

Did you ever see an OLD Truck Driver? Listen ... ■ deserves to live it up a little, too!

### OFFICIALS OF TEAMSTERS PENSION FUND

**11c**

Did you ever see an OLD Teamster Official? Of course not! They're all behind the walls of their mansions, or behind the curtains of their Rolls Royces!

### SUPERMARKET PROFITS

**5c**

... Modest enough ... considering they make high-speed shopping so convenient!

### SUPERMARKET PROFITS

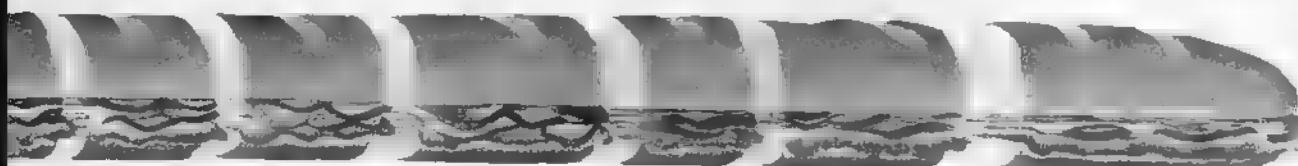
**9c**

The amount these Supermarkets cheat you out of with their efficient, high-speed checkouts! Not so modest!

### MISCELLANEOUS

**12c**

That junk food—Meetos, Greetos, Bing Bongs, Wing Wings—that just sit there rotting ■ your shelves, but which you buy over and over and over again!



## DOLLAR GOES

### INSURANCE

**9c**

Rates may be higher if you are (a) man under 25 (b) a woman under 25 (c) neither of the above or (d) all of the above!

### CASSETTE TAPES

**10c**

A sound investment! You can play The Led Zepelin ■ loud, you won't hear your parents complain about your driving when you give them a lift!

### NEW PAINT JOB

**8c**

If you do the job yourself, add 12c, since you'll give up halfway through and take it to Earl Scheib, who'll charge you extra for getting off the paint you put on!

### BUS FARES

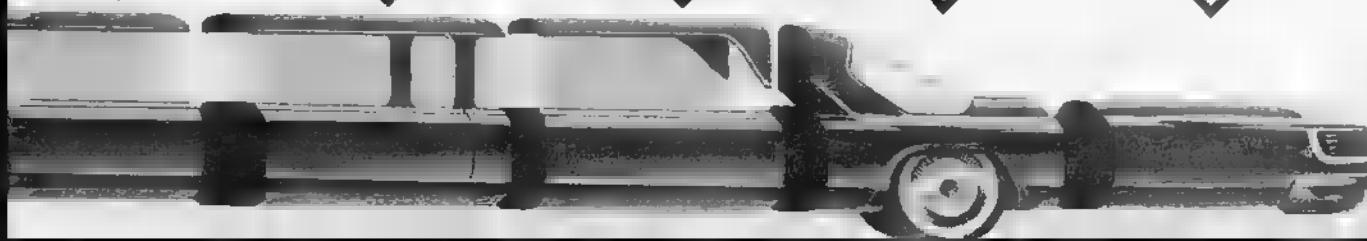
**7c**

An item that must ■ shown, even though no teenager will ever admit having taken a bus!

### COST OF GETTING EXACT CHANGE

**13c**

To get on a bus, you need the exact change! So you have to buy a candy bar or a magazine! That averages out to the above amount per transportation dollar!



# WE COULD SURE

ARTIST: BOB JONES

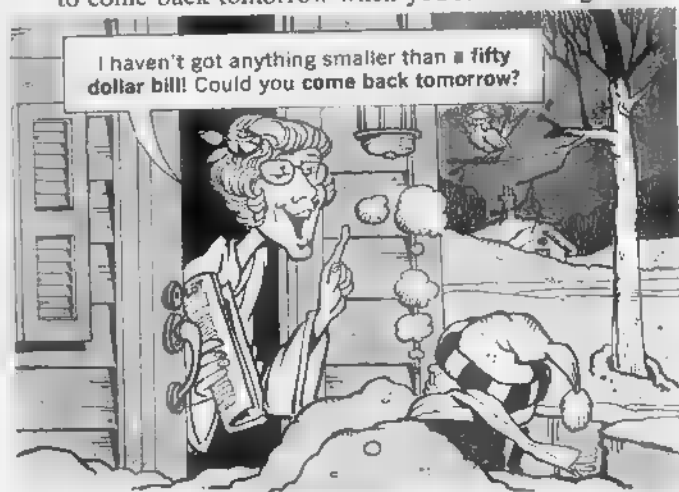
... people who hire you to babysit, and have nothing but health food in the refrigerator.



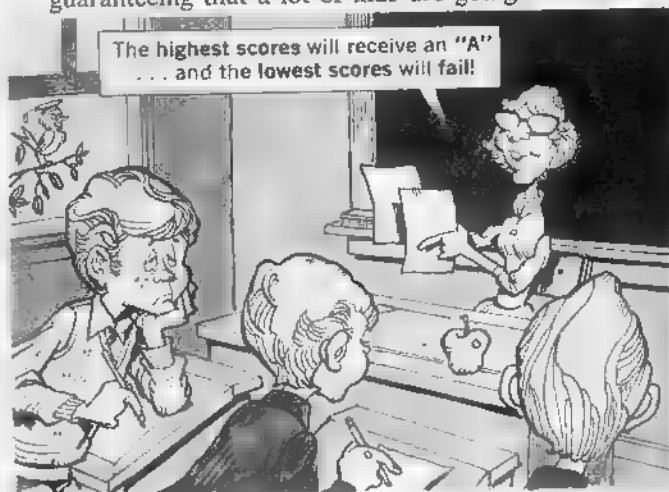
... clods who go to X-rated movies and read porno mags, and then act shocked when a celebrity is interviewed by Playboy.



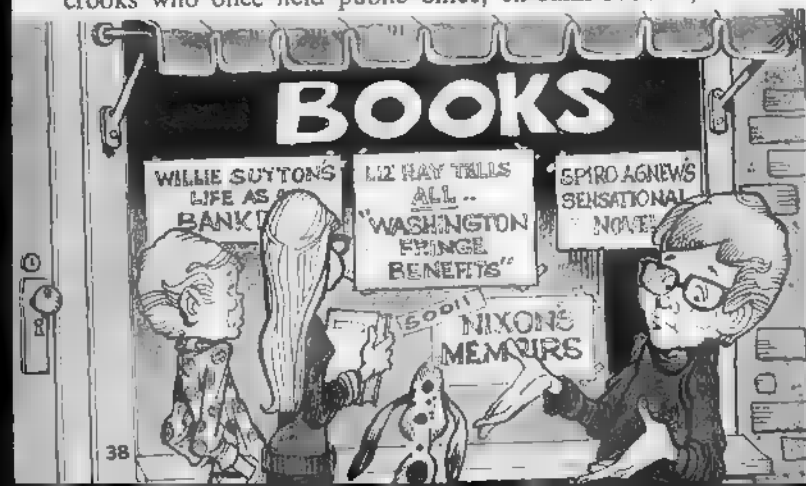
... customers on your paper route who tell you to come back tomorrow when you're collecting.



... teachers who grade exams on a curve, thereby guaranteeing that a lot of kids are going to flunk.



... books written by ex-hookers who worked for politicians, crooks who once held public office, ex-bank robbers, etc.



... teachers who keep the class to the last second so you can't get a seat on the bus.





# DO WITHOUT...

WRITER: LOU SILVERSTONE

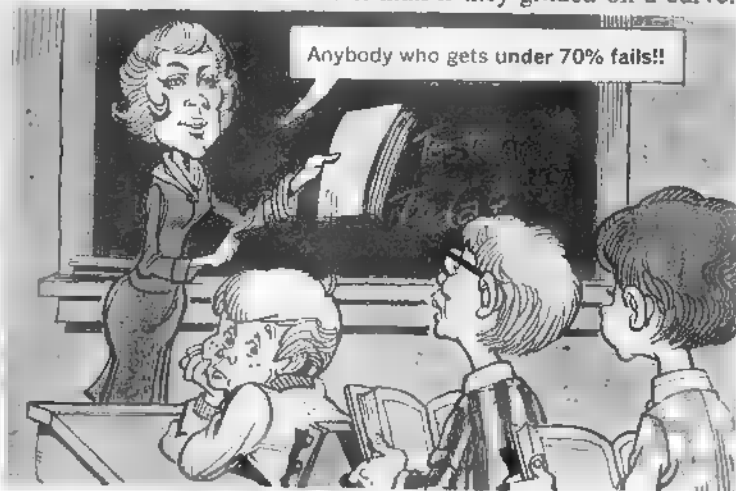
... those idiotic nature films that are promoted on TV, and you're dragged to see every Christmas Holiday.



... politicians who think that saying prayers is going to solve the problems in our schools.



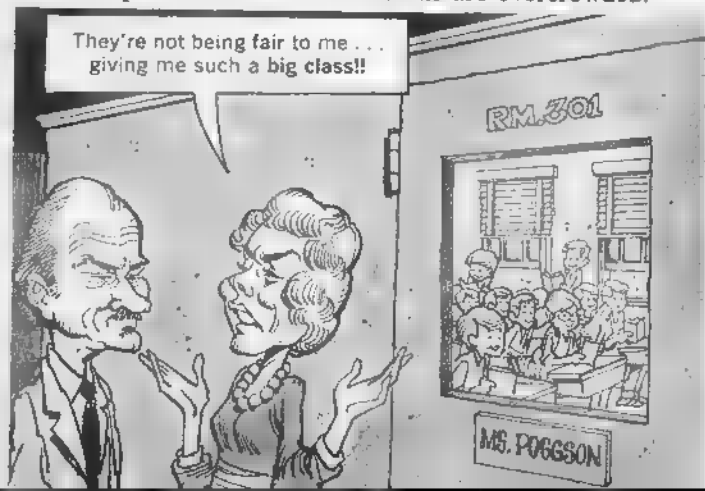
... teachers who grade exams by percentage, thereby insuring that even more kids will flunk than if they graded on a curve.



... dinks who remind the teacher that she forgot to collect the homework.



... teachers who strike for more money, and then complain when their classrooms are overcrowded.



... frustrated super-jock fathers who expect their sons to be the great athletes that they never were.



HERE THEY SAT...DEPT.

A MAD  
LOOK AT...

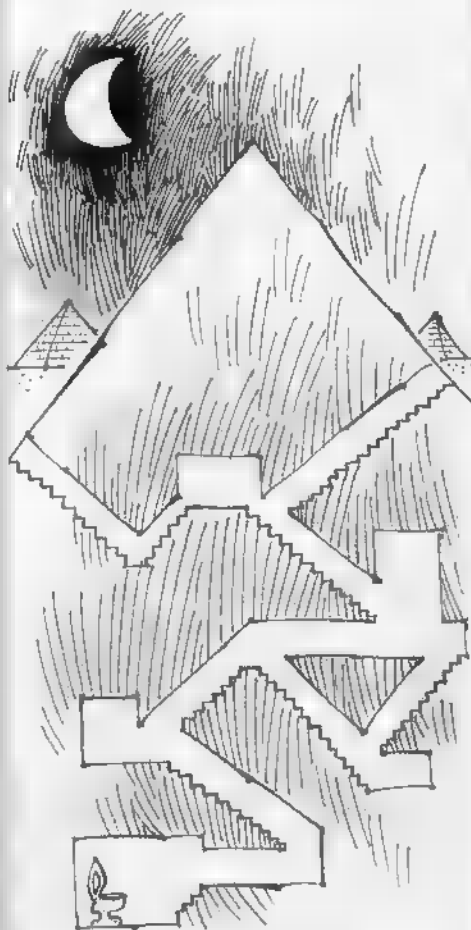
# SOME LEGEN

ARTIST: PAUL COKER, JR.

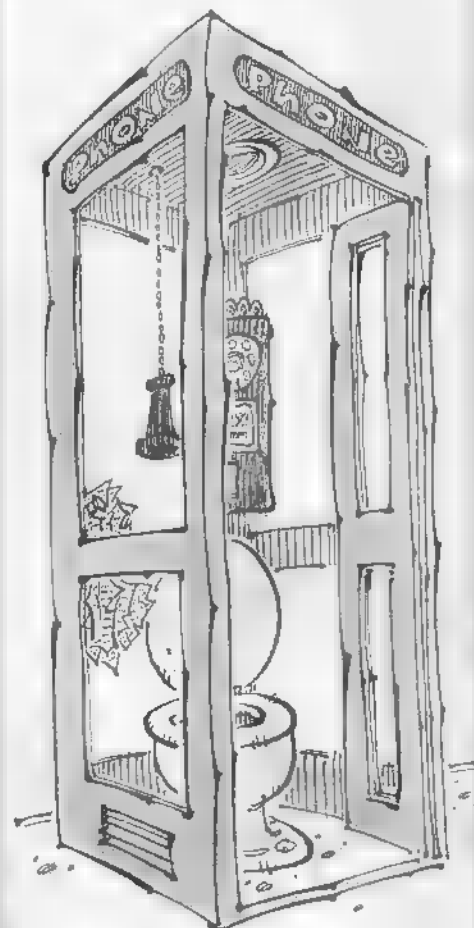
**DRACULA'S**



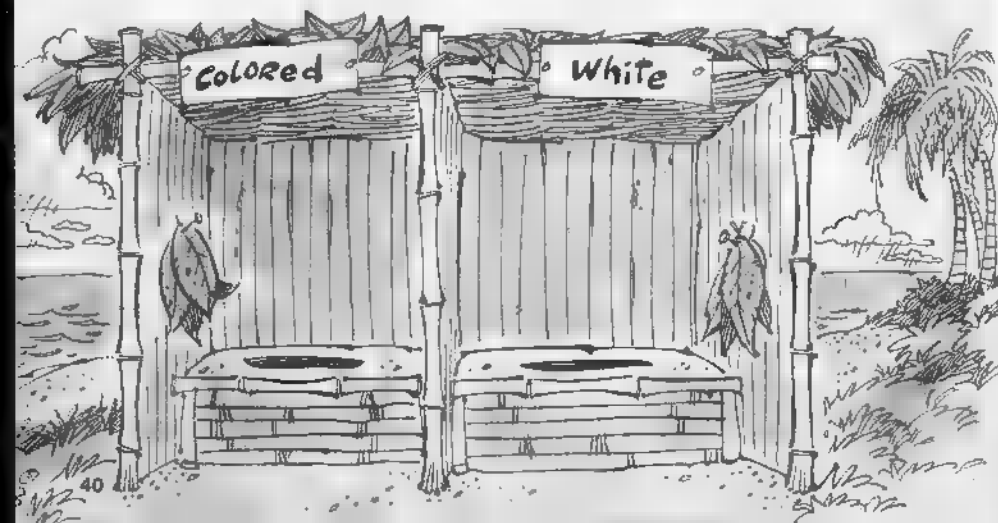
**KING TUT'S**



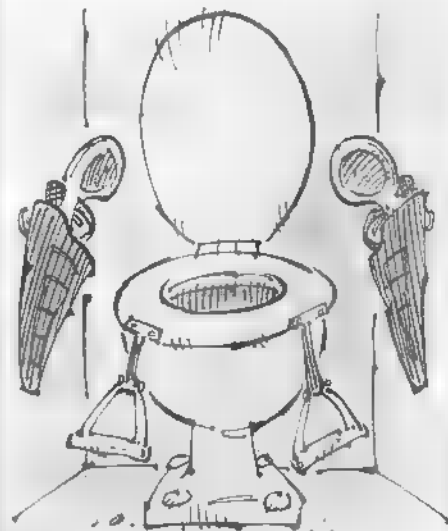
**SUPERMAN'S**



**ROBINSON CRUSOE'S**  
(AND HIS MAN, FRIDAY'S)



**JESSE JAMES'**

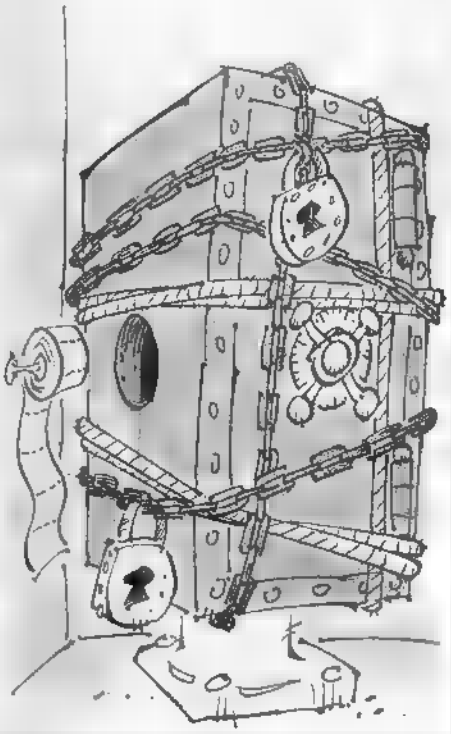




# DARY COMMODES

WRITER: PAUL PETER FORGES

**HOUDINI'S**



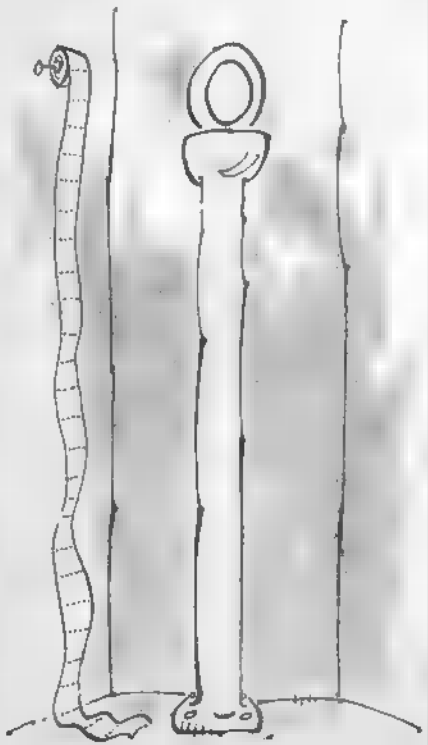
**ROBIN HOOD'S**



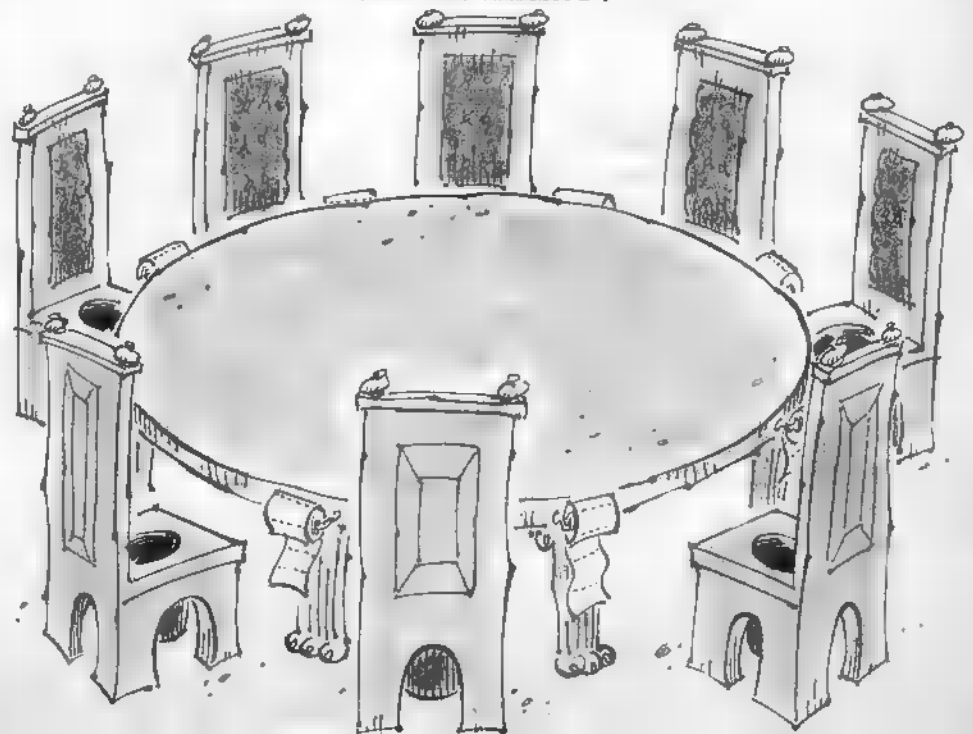
**RONALD McDONALD'S**



**DADDY LONG LEGS'**

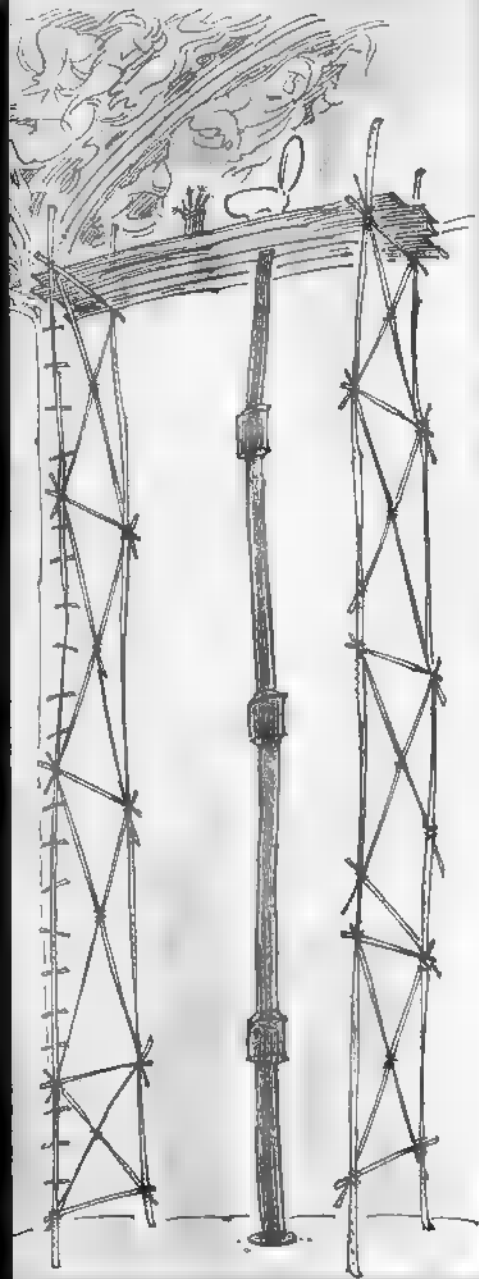


**KING ARTHUR'S  
(AND HIS KNIGHTS')**

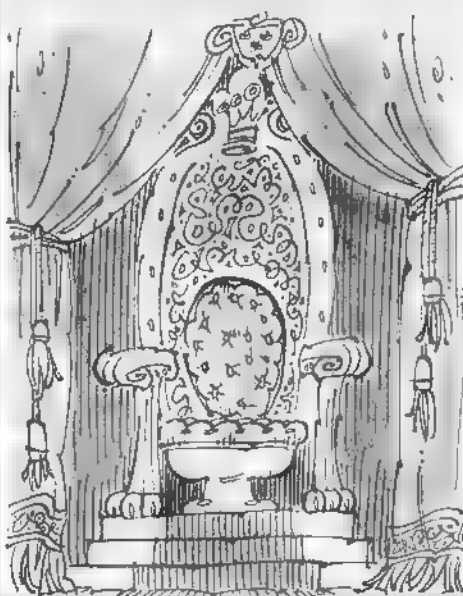




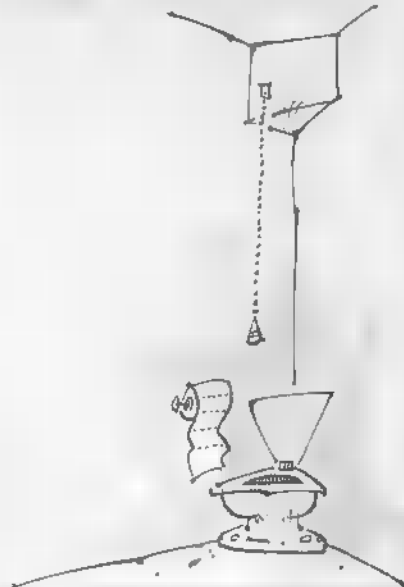
**MICHELANGELO'S**



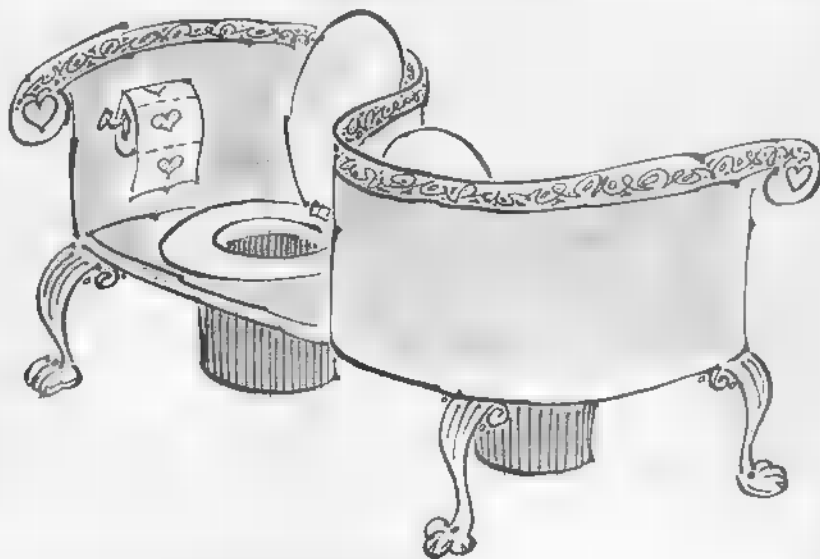
**LOUIS XIV'S**



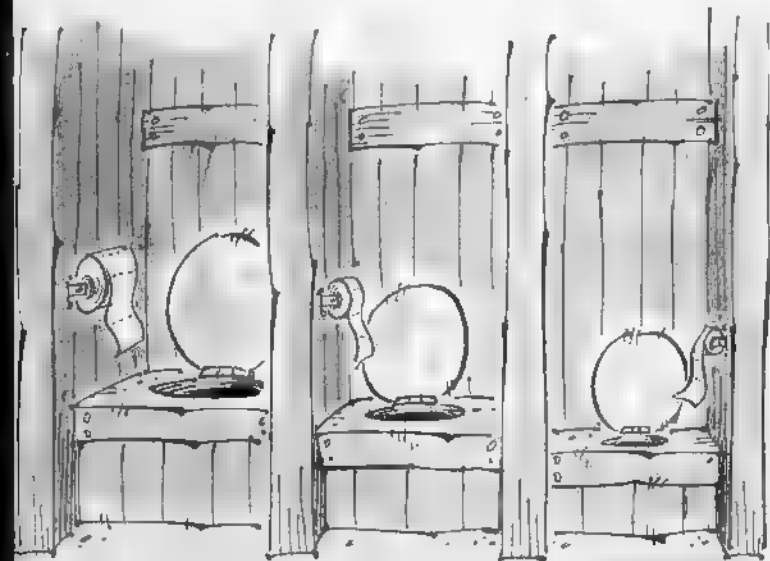
**LITTLE JACK HORNER'S**



**CASANOVA'S**



**THE THREE BEARS'**

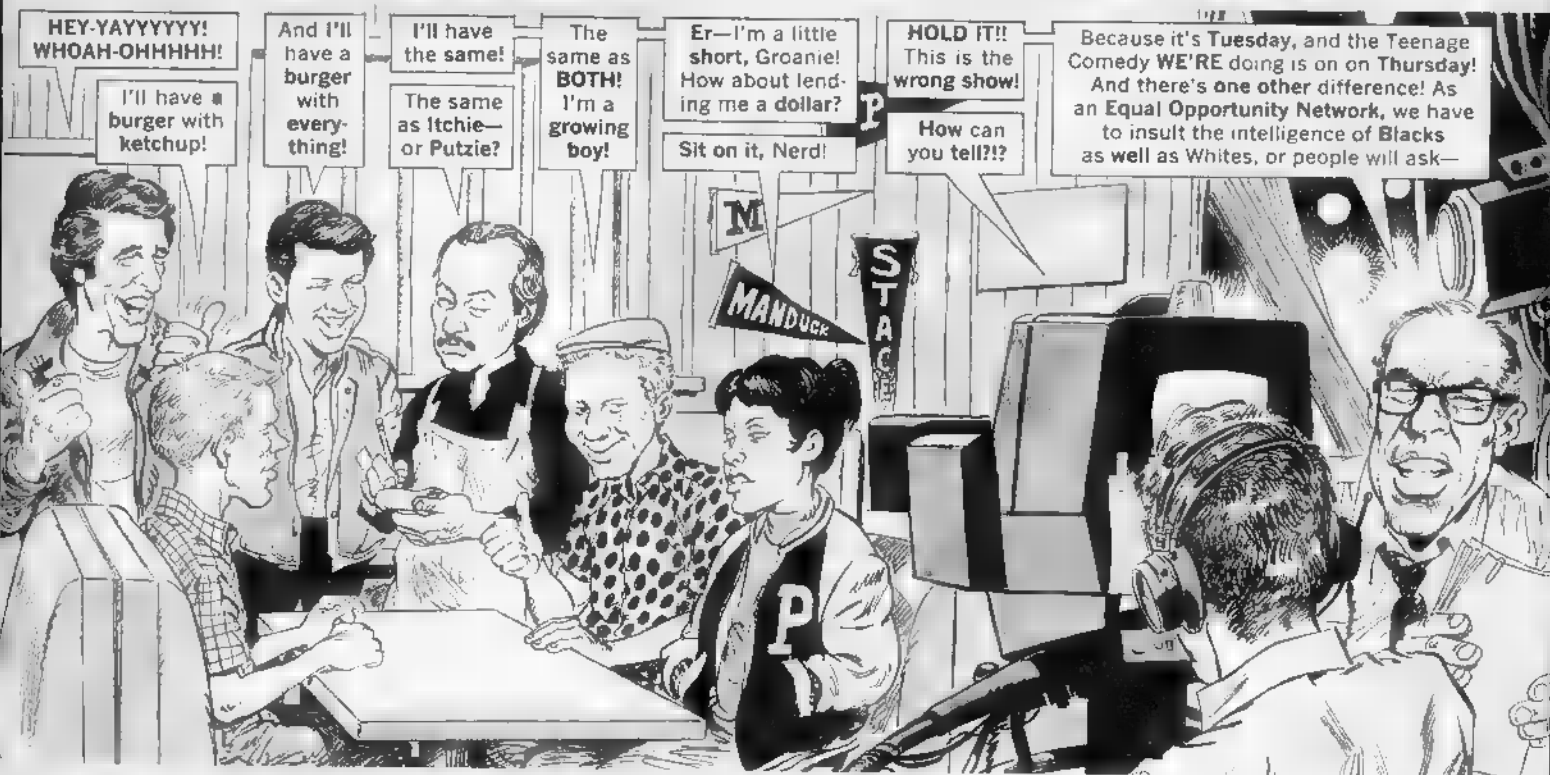


**THE MARQUIS DE SADE'S  
(GUEST BATHROOM)**



**BLACK-SLIDING DEPT.**

**THERE'S A POPULAR TV SHOW ABOUT A CLEAN-CUT TEENAGER, HIS WISECRACKING SISTER AND HIS IDIOTIC BUDDIES WHO SPEND MOST OF THEIR TIME HANGING OUT IN A DINER ...**



# WHAT HAPPENED?

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



Draine,  
I got a  
serious  
problem!  
I got to  
talk...

You got a problem?! How about ME?! I  
don't know which chick to take to the  
school dance Saturday night! Bonnie's  
the best dancer, but Debbie's father  
owns a car! Chris is the prettiest,  
but Laura helps me with my homework!

You two  
think  
**YOU** got  
problems!  
Look at  
**THAT**...

40¢

Rerunt,  
why are  
you  
dancing?

'Cause  
I hear  
music!

What music?!?  
The juke box  
is busted!!

The sound of French  
fries, sizzling in  
oil! That's music  
to MY ears!!

C'mon, kids,  
it's time  
to hit your  
books...!

Hey, hey,  
hey...  
all right!  
Let's GO!

She means it's  
time to **STUDY**  
them, Rerunt—  
not **EAT** them!

Rerunt,  
how come  
you're so  
anxious  
to do  
your  
homework?

Because  
homework  
requires energy,  
energy requires  
nutrition, and  
nutrition means  
**FOOD!!**

Yeah,  
only  
every-  
thing  
you do  
means  
food!

You can't  
expect a  
person to  
think on  
an empty  
stomach!

Man, **YOUR**  
stomach is  
never empty!  
That's  
where your  
brains are!

Come to  
think  
of it,  
that's  
nearly  
empty!!

Rerunt, what are you  
doing here so early  
in the morning...?!

Glugh, mmmppf, shlogh!

Don't talk  
with your  
mouth full!  
It isn't  
polite!

He can't  
help it.  
Mamma. His  
mouth is  
always full!

What  
I'm  
doing  
is  
eating  
Rahs' break-  
fast!

I can see  
that! **WHY**  
are you  
eating his  
breakfast?

'Cause I'm  
hungry!

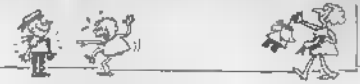
Where ■ Rahs...?

He went to school  
early to see the  
Psychologist about  
his problem! I'm not  
supposed to mention  
it, but I'm a fink!

**WHAT** problem?!? We live in  
a nice house ■ ■ decent  
neighborhood! He eats good  
food, wears good clothes  
and goes to a good school!

That's his problem! He  
doesn't think he's Black!





Let him try to go to church in Plains, Georgia! THEN, he'll find out!

It's probably nothing to worry about! It's just an identity crisis that teenage boys go through during puberty! Right, Rerunt??

I don't know! I flunked puberty!

Tell me, Raahs... what's troubling you...?

I have this hang-up! I'm not sure I'm Black!

You don't need a Psychologist! You need an Eye Doctor!

What color is this apple?

I'm not color blind! It's just that nobody I know ACTS Black! Nobody talks funky, or walks cool! Fonzie acts more Black than we do, and he's White!!



Like, when my buddies and I walk down the street doing all kinds of crazy things, nobody runs away from us in fear! We never encounter any prejudice! We're supposed to be poor Blacks, but we don't live like poor Blacks!

Well, you don't live like poor Whites, either! It has nothing to do with race! It's just that today's TV Network mentality believes that **EVERYBODY**... regardless of race, religion or national origin, lives like 1950's middle-class Whites!

Now... what you have to do ■ establish your Black identity! The best way to do that is to trace your Black ROOTS! I'll speak to your Teacher and see she assigns it for homework!

Homework?! Hey, I was just putting you on! I got no problem! Look how cool I'm walking! Dyn-o-mite! Jive, baby! Groovy! My main man!!



On account of you, we got extra homework, Raahs! You got a big mouth!

Oh, yeah! I'll go along with that!

I'm sorry... but I have to find out where I came from!

I think it's time we had a little talk! I'll explain the facts of life to you!

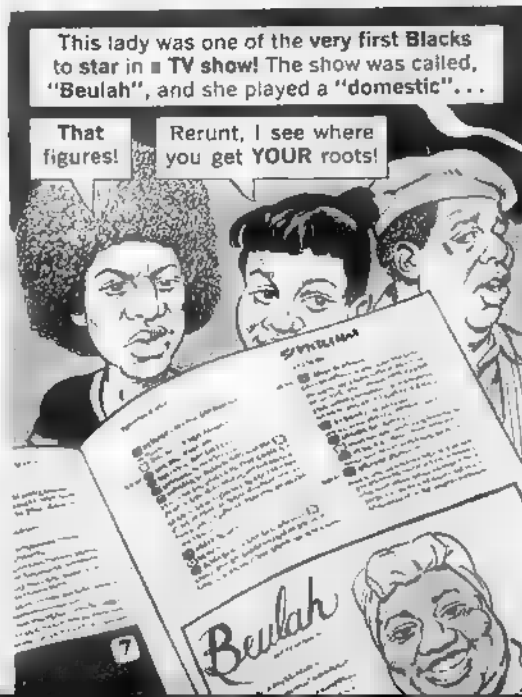
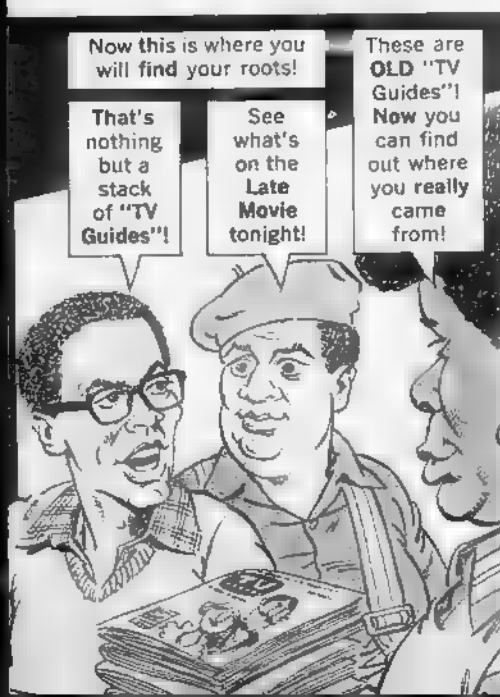
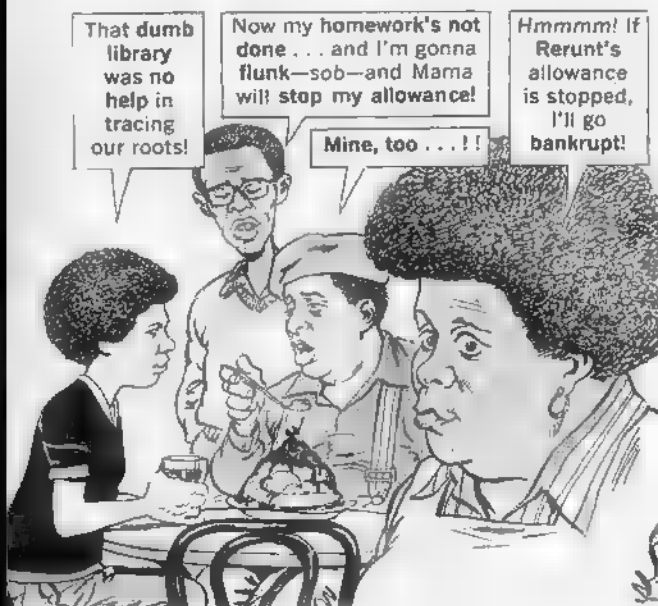
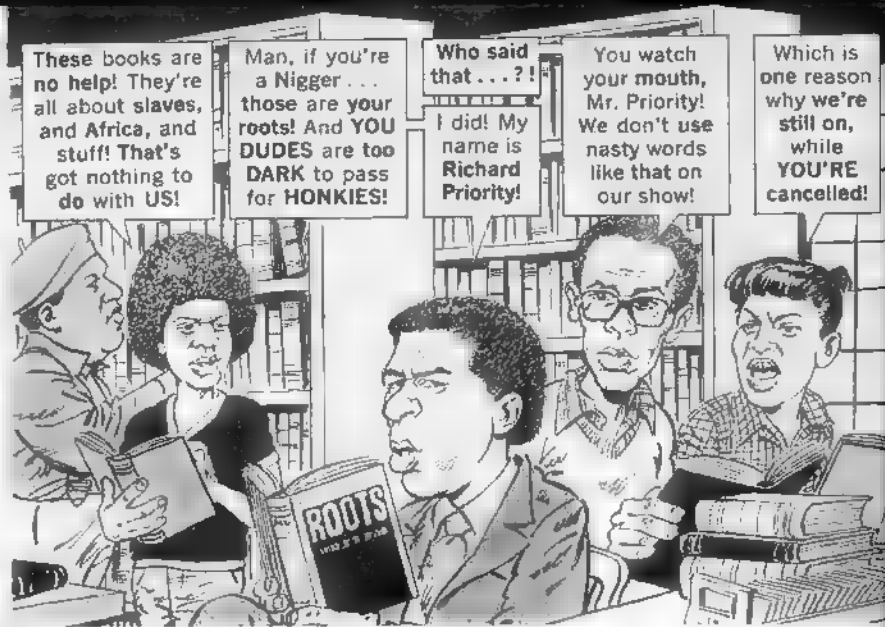
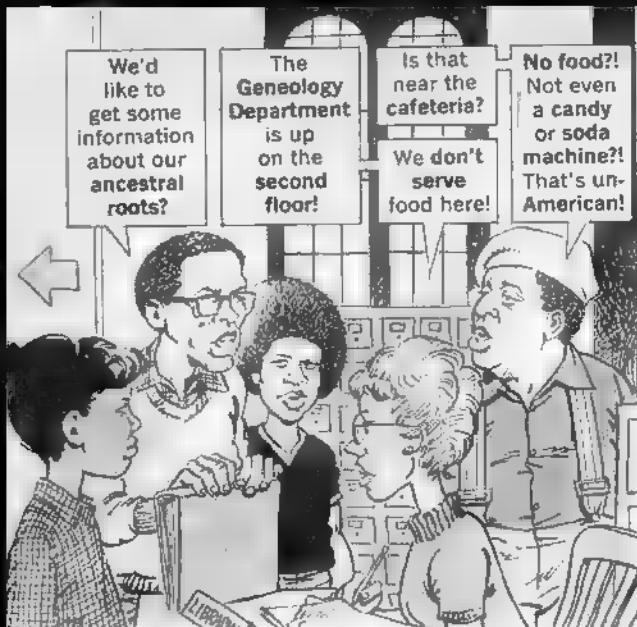
I know that stuff! I'm talking about ROOTS!

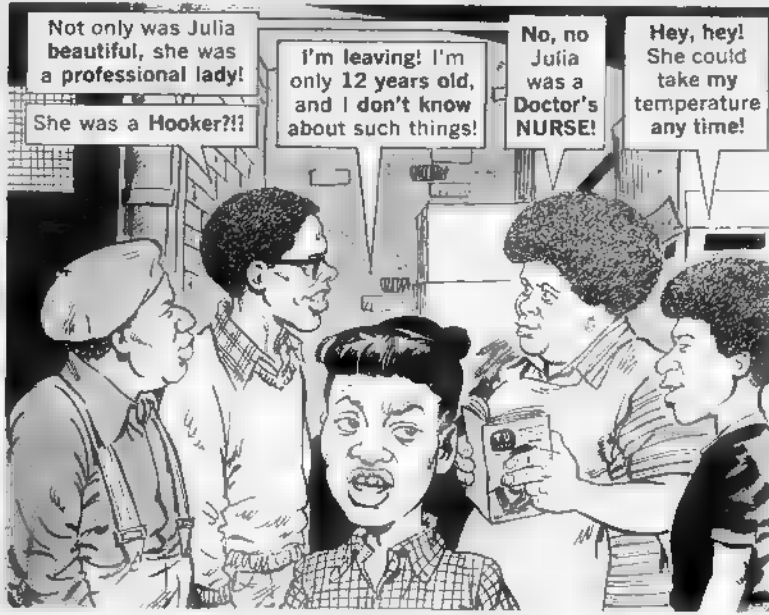
Will you explain them to ME?! I flunked SEX Education!

It's a waste of time looking for my roots in a library! Nobody in my family ever wrote a book!

Nobody in your family ever READ a book!!







Not only was Julia beautiful, she was a professional lady! She was a Hooker?!!

I'm leaving! I'm only 12 years old, and I don't know about such things!

No, no Julia was a Doctor's NURSE!

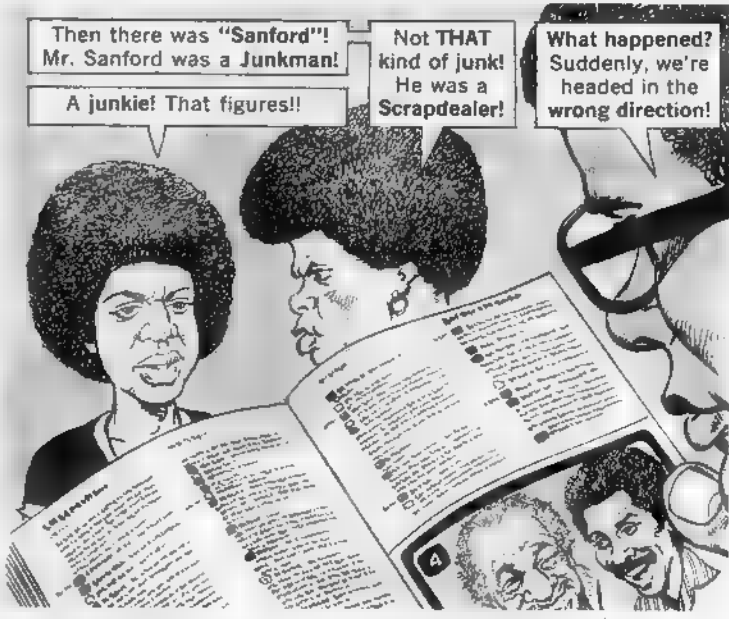
Hey, hey! She could take my temperature any time!



Next came "Geraldine"! Yech! Forget it! Let's go back to "Julia"!!

Geraldine was actually Flip Wilson in DRAG!

Just what we needed! A Black Rene Richards!

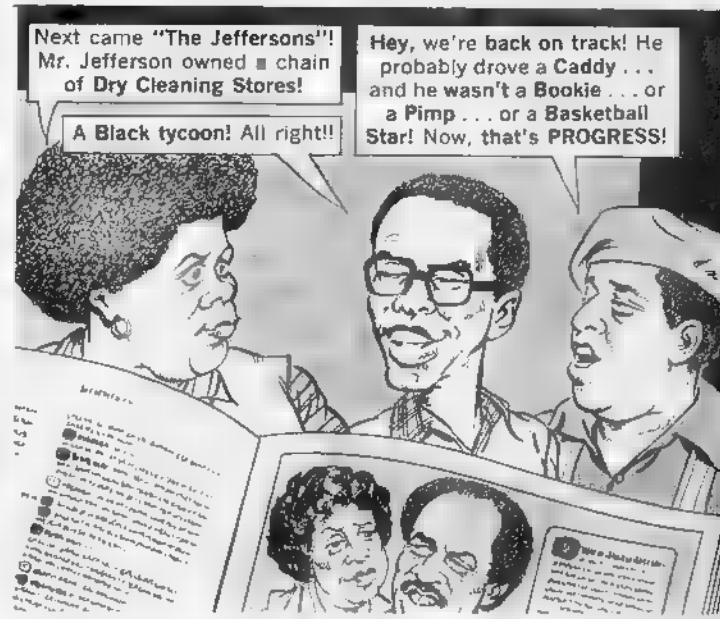


Then there was "Sanford"! Mr. Sanford was a Junkman!

A junkie! That figures!!

Not THAT kind of junk! He was a Scrapdealer!

What happened? Suddenly, we're headed in the wrong direction!



Next came "The Jeffersons"! Mr. Jefferson owned a chain of Dry Cleaning Stores!

A Black tycoon! All right!!

Hey, we're back on track! He probably drove a Caddy... and he wasn't a Bookie... or a Pimp... or a Basketball Star! Now, that's PROGRESS!



Big deal! That was all very interesting, but we really haven't made THAT much progress!

How can you say that?! The FIRST Black TV show was about an overweight domestic—

... and NOW... Hi...!

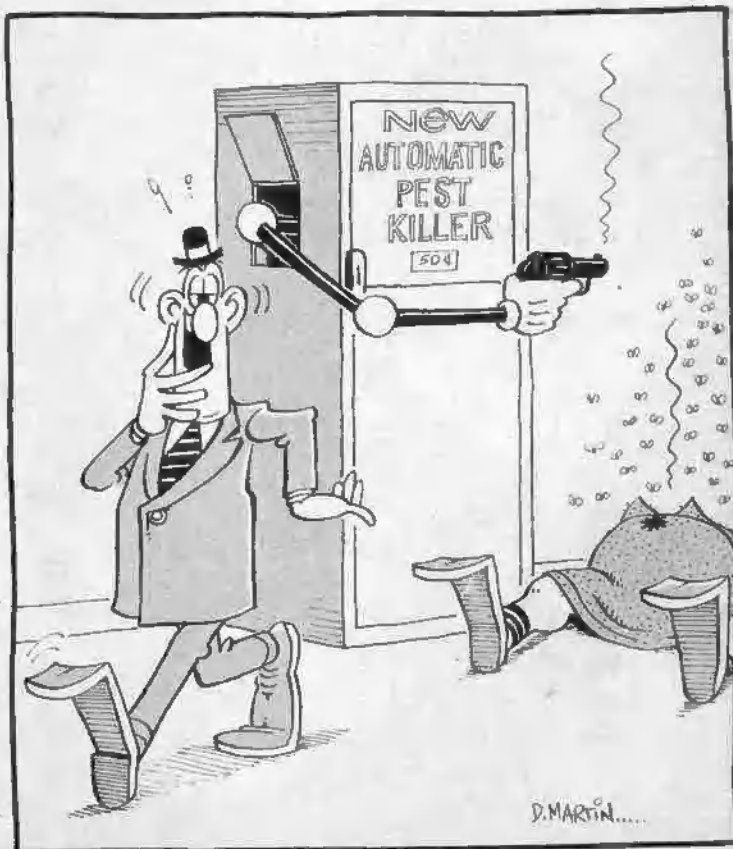
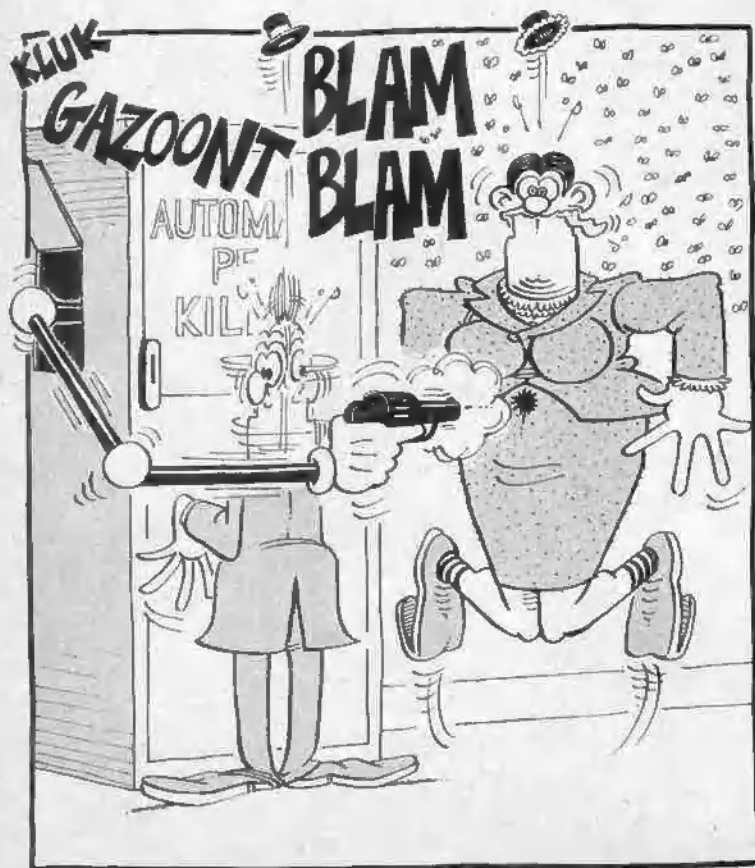


See what I mean?

Well, we've made SOME progress! At least Mama doesn't do windows!

THAT oldie again! We haven't made much progress in the Humor Department, either!

# ONE EVENING IN A BUS STATION



D. MARTIN.....



**WHERE ARE  
SOME VERY  
SUCCESSFUL  
ACTORS  
COMING FROM  
LATELY?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Actors come from a variety of places, such as neighborhood theaters, summer stock, local TV, repertory companies, etc. But lately, actors are coming from a really unique place. To find out what that place is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

**A**

FOLD THIS SECTION OVER LEFT

**B**

FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

THESPIANS TODAY ARE PLAYING EVERYTHING...FROM  
MACBETH TO LITTLE ORPHAN ANNIE. WHEN SPOTLIGHTS SHINE  
SHOW FOLKS WORK TIRELESSLY UNTIL THEY REACH THE TOP

**A**

**B**



**WHERE ARE  
SOME VERY  
SUCCESSFUL  
ACTORS  
COMING FROM  
LATELY?**



**FOLD PAGE OVER LIKE THIS!**

**A B FOLD BACK SO "A" MEETS "B"**

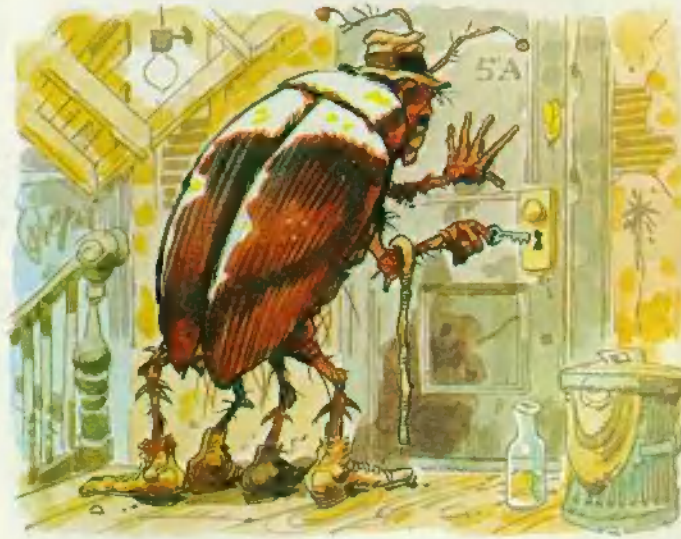


**ARTIST & WRITER:  
AL JAFFEE**

**THE  
MACHINE  
SHOP  
A B**



# ONE NIGHT IN THE CITY



ARTIST: JACK DAVIS

WRITER: AL JAFFEE

